

Rest in Peace Agents

I recently attended an agent council meeting and was greatly surprised at what the agent's brought up as important to agents - improving the company's technology systems.

Are these council agents brain dead?

All of the between the lines unwritten messages from the company say we want the agents gone... .RIP Agents... .Don't let the door hit you in the rear on your way out.

More direct messages include:

1. Hiring outside Madison, WI, IT and Marketing VPs to compete with Geico and Progressive
2. Testing web leads to improve lead generation before going direct
3. Plan to go direct with auto insurance is now publicly being stated
4. Rumors about a sell or buyout even among DSMs
5. Not allowing registered reps to broker with another provider for VUL (yet we are supposedly, independent business owners but a business owner that cannot do anything without Amfam prior approval)
6. Charging agents more in various fees to the company
7. Entering new territories without using agents
8. Reducing number of state directors and sales managers
9. Reducing commission structures
10. Stopping or overpricing commercial lines policies (focusing only on p&c and life products which can be sold online)
11. Not talking or telling agents in advance about pulling out of variable
12. Getting rid of the All-Lines Leaders Conference
13. Not sending top officers to Rome
14. Saying we are providing agents with a service by having your phone go to the company when in fact it is a way to monitor calls to agents offices and when an agent leaves the company steal their phone number.
15. Getting rid of purchasing an agent's business cards
16. Getting rid of sending out letters telling customers about an agent's new address
17. Creating finance plans for new agents that are dooming that agent to failure before they begin...

What is going on at American Family is planned retirement of its agency force. But hey, the agency council wants to ensure when the company dumps agents, it will at least, finally, have the technology to try and succeed without the pesky agents.

What the agent councils should be focused on is creating a grassroots network of agents who are mad as hell and refuse to take it anymore. Who want a voice in what is going on and are willing to stand up against tyranny. Who will work with our Agent Organization to address these wrongs and go down fighting?

Grow a spine NAAFA. Stop trying to make pretty talk behind anonymous organization.

Serve agents by coming out of the closet and admitting who you are and addressing the issues - not just asking questions.

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Here's a question: If NAAFA cannot do what State Farm and Allstate and other captured agent associations do, what good is it?

Anonymous

Editorial note:

It always amazes us when we receive letters (like the above) from people who accuse NAAFA of being **spineless, of being an anonymous organization, of hiding in the closet and not admitting who we are, and of not addressing the issues** and yet these same people refuse to sign their own name to their letters. Why are you so afraid, dear agent? Or are you a manager? Are you afraid this fine company will fire you? Well, of course you are. That's exactly why NAAFA won't tell who their workers are...we don't want to get fired either. And we know from experience, this company will fire for any reason...and we mean ANY reason whether contrived or true.

You have, however, hit the nail right on the head with your evaluation that this company wants the agents gone...RIP Agents! Your observations appear true.

What disappoints us about you is that you have not come up with any solutions to the problems either. Yes, a grass roots movement might get results, but agents fear retaliation so much that they are afraid to organize. When you get enough spine to show us **your** name and join NAAFA publicly, then perhaps a grass roots movement could begin. NAAFA is looking for just such people to take a stand. Isn't this "lack of spine" exactly what ails America today? Isn't this "lack of spine" just what American Family depends on?

NAAFA appreciates your forthrightness. We will continue to keep you informed. That is our goal. If NAAFA members want to start a grass roots movement, they need to let the board know. A sturdy backbone must start with YOU!

The NAAFA Board