

One of our members responds to an article published in the recent NAAFA Mail Box in the Fall/Winter 2014 NAAFA Report called "Please remove me from your mailing list." This agent has chosen to type in **bold, underlined, red italics** his responses to Williams' article. (Note: Another reader labeled Williams, "Wet Behind the Ears")

From: Williams, Travis J [<mailto:TWILLIA3@amfam.com>]

Sent: Tuesday, July 29, 2014 6:02 PM

To: 'naafawest@comcast.net'

Subject: Please remove me from your mailing list

To whom it concerns,

My name is Travis Williams and I am 2 yr agent with AmFam. I have been blessed to be an agent with AmFam and have recently returned from a trip to Banff Canada to celebrate being an All American agent. **2 years is hardly enough experience with Amfam to voice any opinions. Wow, he earned a trip??? Can't wait to tell him how many trips we've been to while with Amfam.**

I have received your newsletters and magazines that continuously and repeatedly validate and excuse mediocrity and I am quite frankly tired of them. Every person who comes into the company has an opportunity, a great opportunity to find success and become very successful as the years go by. If an agent fails, it is their own fault for doing so, nobody else's. **So not true!** I read in your last publication of a 20 year agent that couldn't keep up with the quota requirement that is absurd. The natural additions that come from having a book after 20 years would satisfy the quota requirement by itself. **Wow, I wonder how many years of experience this idiot has???** We have brand new agents with no books of business blowing quota requirements out of the water. Why you ask? Because they are hungry to make money and succeed. That 20 yr agent failed because they failed to get off their butts and go out and find more business. They were more content counting the money they lost than replacing it. **This idiot must have a crystal ball that he can see what is going on in everyone else's lives.** I know of an agent that has been with AmFam for nearly 20 years and he has lost nearly the same amount of business as your 20 year agent. What does he do? He gets up every morning to go and replace it and he does just that. He looks forward, not backwards. Prices go up and down with every company, even independent companies. AmFam doesn't cause anyone to fail, rather it invests thousands and thousands of dollars into new agents to promote a higher success rate. **Boy, has he drunk the Kool-Aid!** What interest would AmFam have in hiring anyone, investing at least \$36k per year in them, only to get rid of them shortly after that? That doesn't pencil out and no company would do it just to do it. It is very obvious your magazine is supported and heavily funded by independent companies seeking to recruit sub-par, underperforming agents that are led to believe they are oppressed by AmFam because they aren't successful. **I would really love to have a face-to-face with this guy!** None of those companies advertise, invest, and reward their agents like AmFam does. **This guy truly is an idiot! He knows nothing about how the companies help us and he knows nothing about all the bonuses we are paid.** It is not my intent to disparage what NAAFA is but your magazine is a public platform for disgruntled ex-agents to whine and moan about what they feel the company did to them. In reality if they were to have worked hard, they would still be with AmFam and enjoying a very successful career filled with benefits and rewards. **I would just love to tell this little guy how I worked 6 and 7 days a week, was 2nd to only one other 25+ year agent in the state, achieved all their goals for all the All-Americans and Life Leaders trips, how the DM stopped giving the agent of the year award for the district because my agency was top-performance and would have won it every year, how suddenly, after 12+ years, apparently I was too good for them as they terminated my contract. (But, of course NAAFA, we know the real reason my contract was terminated).** I am not ignoring that some very good agents have left AmFam to pursue other options, I know some who have. I also know that they profited greatly from their time as an agent with American Family, they were able to live a comfortable life because of the company they were aligned with for so long. It is fair to say that many of them would not have had the same quality of life without AmFam.

Ultimately, the saying rings true, "the grass is not greener on the other side, it is only green where it gets watered". If these ex-agents put in as much effort to build and grow their agencies as they do into bitching and moaning about what the company didn't do for them, they would be successful. **Wait, just wait, you little snot-nose. Time will give you what you never thought could happen.** You have no problems pointing out what your negative viewpoints are of AmFam, but never state the obvious benefits of the things it is doing to succeed in the marketplace. Why? Oh yes, the advertisers wouldn't advertise if you did that. **Again, he hasn't been around long enough to know that there were no advertisers until recently.** It is on every person to make the best out of the situation they are given. Nothing is free and nothing is promised. You reap what you sow, that is how the sales world goes round, it has nothing to do with AmFam or any other company. **If he only had a clue. The company reaps what the agents sow and this guy will find out.** I am proud to be an AmFam agent and associate myself with a cutting edge, growing company. **Cutting edge???** **They want all their agents to be robots. In the end, I am responsible for everything that happens to me, not AmFam. Aha, yes, he is responsible for his choice to stay with his company, until he gets the axe or can't make a living. Then we need to throw it back in his face.**

I respectfully ask that you take me off your mailing list as it offers me no beneficial value. Your opinions are slanted and many times lacking truth. You would do better to promote a neutral publication that allows everyone to see opposing sides and form their own opinion, but we know the advertisers wouldn't allow that. The "communication and education between active and non active agents" that you emphasize is one sided and one directional. **Again, he does not have a clue.**

Very proudly an AmFam agent,

Travis Williams

p.s. I challenge you to publish this email in your next publication, consider this my permission to do so. If you do decide to publish it, please send me one more copy, I have got to see it to believe it.