

## Roach Ag Marketing will help your company sell more crop insurance.

When you become a Roach Ag Marketing insurance partner, you gain proven tools that help you secure more sales. Roach Ag Marketing gives you access to new prospects who are eager to “open their doors” to the company known for their respected risk management plans.

The Roach Ag Marketing Crop Insurance Partnership option is for those agents or advisors who want the freedom to build their business in a branch office setting while leveraging the national brand synergies and marketing support of a 31-year-old firm with a respected reputation as leaders in the grain marketing business.

In an environment ripe with consolidation, stricter government controls and potential commission reductions, the ability to grow your book and separate yourself from the competition is getting harder, not easier. By teaming up with Roach Ag Marketing, your ability to open doors with value added services and a widely recognized brand is a handshake away.



Set up an appointment to learn how a partnership with Roach Ag Marketing can help your business grow.

Call Brian Roach at  
**800-622-7628**

### Roach Ag Marketing

- Full service crop insurance provider with competitive rates and processing support
- Roach Ag Marketing database helps you understand your current customers better and identify your best prospects
- 9 branch offices in the cornbelt
- In-house and public seminars and workshops on agricultural management and marketing
- Publisher of the Daily Grain Plan, a respected system that helps farmers sell crops when prices are at their peak
- Founded in 1978 in Perry, Iowa

[www.roachag.com](http://www.roachag.com)



**John Roach, founder**

President

Senior Market Analyst on PBS  
“Market to Market” television show

Frequent expert featured in  
Successful Farming magazine

Raised on a grain and  
livestock farm in Iowa

 **Roach Ag. Marketing, Ltd.**  
*Helping Farmers Since 1978*

## Roach Ag Marketing **CROP** Insurance Partnership



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800-622-7628

## There's no future in "business as usual."

Now is the time to think about how to adapt to a changing market!

Many of our consultants and branch offices' crop insurance agents find growing their book of clients one of the hardest aspects of running their business. Building relationships that last forever in our business is not uncommon. Finding a way to attract those long lasting customers is the hard part.

**Open more doors—  
and sell more crop  
insurance—with  
Roach Ag Marketing**

The tools offered by Roach Ag Marketing allow you to be more than a crop insurance agent to your prospects and existing customers. John Roach and Roach Ag Marketing have been cultivating a brand in the industry widely recognized as the best, knowledgeable marketers!

Because Roach Ag Marketing is skilled in virtually all aspects of managing farm revenue, farmers take time out of their busy schedules to talk to our consultants. When you partner with Roach Ag Marketing, you change the nature your normal crop insurance sales calls. Roach Ag Marketing helps your agency stand out with a more consultative crop risk management approach. Our contact management system and toolbox of services will have you making leaps ahead of your competition.

## Add Value to Your Customers— and Profits to Your Agency

**As an independent  
Roach Ag Marketing partner, you  
will have these services available to  
offer to your clients and prospects:**

- ✓ Crop insurance from national providers
- ✓ Consulting services review total farm risk including crop insurance, grain selling, and hedging
- ✓ Large & small group sessions led by Roach Ag Marketing experts
- ✓ **Daily Grain Plan** e-newsletter that shows farmers how to sell when prices are at their peak



## How Roach Ag Marketing will help you grow your business:

**Identify (and protect) your territory** and determine the potential of your market. Our database of all US farms will help you find the likeliest prospects for your office or team.

**Provide your firm the "IT" infrastructure** to prospect with focus while following our processes to earn more customers on a variety of services.

**Develop a customized growth plan to achieve your goal as a top producer** in your area. Roach Ag will help you decide what the potential of your market aligned with our own company goals and experience.

**Training and support of your growing agency** on everything from Series III training and education for a new agent of a growing agency to teaching you how to become the local expert in crop insurance, marketing and farm risk management.

**Plan annual events** with industry expert John Roach to help you attract the large prospects in your area and build your credibility and visibility.

**Offer marketing support.** In addition to advice about how to use events, direct mail and e-mail to market our partnership services, our call center team can build your book with Daily Grain Plan trials and paid subscribers.