

FIESTA



AUTO INSURANCE

VOLUME 1, ISSUE 3

Goals

APRIL 2009

FIESTA INSURANCE FRANCHISE CORPORATION

President
John Rost
(562) 716-8296

Vice President
Deane Silke
(909) 559-3133

Operations Manager
Diane Chaidez
(714) 321-6401

Sales & Marketing Manager
Carlos Gil
(714) 916-1758

INSIDE THIS ISSUE:

WHY BUY OR SELL LIFE INSURANCE? 1

CONTACT US

16162 Beach Blvd.
Suite #100
Huntington Beach, CA 92647

Toll Free 877-905-3437
Tel: 714-842-5420
Fax: 714-842-5401

www.FiestaFranchise.com
www.FiestaInsurance.com

How Are You Doing?

No, really, how are you doing? Has the current recession been getting you down or are you ignoring it? Do you have the sky is falling mentality? Or are you constantly in search of ways to improve your franchise sales and the relationship you have with customers. Did you call every quote back 30 minutes after quoting them? Did you call every quote back the next day? Did you send a quote mailer to every potential customer? Did you ask for referrals from your existing customer base? When giving an insurance quote did you take the time to ask personal questions not on the rater? Did you properly establish a friendly connection with your prospective customer before giving the dollar amount?

What we find in the difference between successful entrepreneurs and those that struggle is the dedication to customer service and a willingness to try new approaches. The highly successful operators are always in search of new ways to reach customers. Better customer service is the key to profitability. Opening your store on time and not closing early. The location that has hours posted but then a note saying "Will be back in 15 minutes" will never be highly profitable. Do you answer the telephone with a positive greeting or just say insurance. Is your "Insurance" marketing arrow propped up against the wall in your office or swinging out in front for people to see? Regardless of the current economic climate there are ways to improve sales and put more money in your pocket. But it takes a commitment to want to do more.

One of the best and easiest ways to brand your store is using our mascot costume. Paying someone on an hourly basis to wear the costume and hold our branded arrow is a huge attention getter. Many of our franchise locations have over 30,000 to 70,000 cars a day driving by. Where else can you be guaranteed to generate advertising exposure right on your front door to that volume every day? Just think about how small the cost is per thousand people seeing your location. If you pay someone \$10.00 per hour and you have five hundred cars drive by it cost only 2 cents for each prospect to notice your location. What a great deal! Think of the power of Mickey Mouse and Ronald McDonald as great examples of branding and what can be accomplished.



Our mascot costumes are available for \$1,100 plus shipping. Corporate has just received five new costumes and already four soon to be very successful franchise owners have made their purchase. To make it easier to purchase a mascot costume corporate will divide the cost into three monthly payments. If you are struggling it is time to think outside the box. Dare to be different. Challenge yourself to do more and be more for your customers. Those that dare to challenge

By John Rost, President

themselves will be rewarded.

Independent Agent Magazine

The April issue of IA Magazine has a four page article about Fiesta Insurance Franchise Corporation and our unique business opportunity. You can find a copy of this article at www.FiestaFranchise.com under the Press Release section.



Selling Power Magazine

All franchise owners should start to receive their subscription to Selling Power Magazine over the next month. The corporate office has paid for each franchise owner to have this product available to them. We hope that you will read this publication and use some of its great ideas to promote your financial success. This is a gift from the franchisor.

Internet Leads

The www.FiestaInsurance.com website continues to receive customer request for insurance quotes daily. These leads are sent via the site directly to your corporate email address. It is very important for each franchisee to check their corporate email account three times daily.



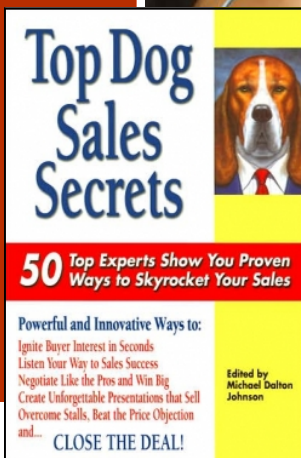
Looking For A New Location?

Let us know how we can help.

“Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it.”
 - Michael Jordan

BOOK OF THE MONTH
Top Dog Sales Secrets

Edited by Michael Dalton Johnson
 Leading advise from 50 of the top sales Experts



New to Fiesta Auto Insurance!

- Shauna Haroon in Orlando, Florida;
- Stephen White in Detroit, Michigan;
- Patricia Durand in Reseda, California;
- Otto Escobar in Van Nuys, California;
- Sean Mobh and Aryn Sharif with three locations in the Dallas, Texas area;
- Luis and Margarita Perez in Dallas, Texas;
- Tony Gurure in Dallas, Texas;
- Ron Dunn in Irving, Texas.

Welcome to all of you.

Franchisor Marketing News!

Our corporate team will be involved in the Franchise and Business Opportunities EXPO in Dallas, Texas on May 16 – 17.

Followed by our participation with the Latin

Top five locations by new Insurance applications sold and their gross commissions in March 2009

- CA006 Salinas, CA
153 \$20,937
- CA012 Porterville, CA
135 \$15,537
- CA001 Long Beach, CA
108 \$16,595
- CA033 Madera, CA
85 \$1,857
(opened Dec. 2008)
- CA013 Pacoima, CA
79 \$3,752

Statistics provided via Policy Manager.

Top five locations for income tax customers/earnings January – April 2009

- CA012 Porterville, CA
443 \$112,685
- CA022 Boyle Heights, CA
310 \$76,608
- CA003 San Fernando, CA
224 \$61,731
- CA004 Compton, CA
241 \$44,205
- CA001 Long Beach, CA
210 \$34,776

Statistics provided via Crosslink by individual EFIN.

American Agents Association in Long Beach, California on May 29 -30. Check your newsstands the second week of June and look for the Entrepreneur Magazine *Be Your Own Boss Newsstand Guide*. You will find a full page advertisement on the inside back cover for

Fiesta Auto Insurance and Fiesta Tax Service. This issue of Entrepreneur magazine will have a distribution of 150,000 on a national basis and an additional 6,000 for the West Coast Franchise Expo in Los Angeles, October 2 – 4.

WHY BUY OR SELL LIFE INSURANCE?



now? Both of these are good questions deserving of good answers.

The need for protection and for saving does not change in struggling economic times. If anything, the need for life insurance and saving increases. In difficult times, stress levels go up, anxiety goes up, our attention span decreases when we are doing things like driving on the freeway, our chance for an accident of some kind can go up, and the chances for an illness that is stress-related goes up as well.

It is a proven fact that in struggling economic times, the sale of life insurance and annuities goes up. Why would that be? Life insurance is protection, among other things. When we cannot invest the way we want to because the money isn't there we can buy life insurance. When something happens, the life insurance provides the income replacement that

might have come from investment dollars.

People look to secure places to put their money in tough times, and annuities are that place. They provide a very secure place to put money. The interest you make is tax deferred, which is a real plus.

Because there are good reasons to buy life insurance and annuities in our current economic situation, it just makes sense that you would want to sell these products.

Now is the time to put yourself in the position to help others and grow your own income at the same time.

Jim Lehmann from Innovative Marketing Strategies, Inc, can be reached at (800) 540-2060. You can also visit his website at www.imsinsurance.com.

By Jim Lehmann

Life Insurance. Why buy life insurance now? For that matter, why sell life insurance