

FIESTA



AUTO INSURANCE

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Goals

JULY 2009

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JOIN THE CENTURY CLUB

The summer is hot and our franchise owners are fired up. July was another record month with 1,761 new policies written. Collectively our new business has grown an outstanding 36% in the last sixty days. Congratulations to the franchise owners who don't believe a recession is an excuse for poor sales.

This month we congratulate those who write over 100 new policies in a month. Fiesta Auto Insurance franchise owners who produce this volume are now members of the "Century Club". We are proud to acknowledge the outstanding achievement of those who reach and exceed this production level. New Century Club members will receive a large plaque to be displayed with the month or months that they reached this level. Writing 100 policies a month is the place to be.



This is a photo of Richard Magana receiving the first Century Award in Salinas. Both Richard and his brother and franchise owner Frank have through their hard work been able to grow their

agency to be able to produce over 200 policies per month. Their volume for the month of July was 216 policies. When asked how did they did it they stated that it was all about customer service.

Franchise Spotlight

Flor Rico and Angelica Rico
Fiesta CA001 Long Beach, CA

Many of you may know Flor and Angelica who own CA001 in Long Beach, California. As of July 1st they purchased the franchise location CA004 located in Compton, California. The Compton location appeared to have fallen on hard times with owner complaints of high unemployment and too much competition in the area. It seemed doomed and the franchise owner felt the store could not succeed. The three months prior to Flor and Angelica purchasing this location the Compton office wrote 38 policies in April, 29 policies in May and 36 policies in June.

When Flor and Angelica visited this location they could see the potential that was waiting for them in Compton. These ladies negotiated the acquisition and upon closing the deal started to clean house. Quickly they added new paint on the walls, out with old computers that didn't work and a solid spring cleaning of this location. With an arrow guy on the street and flyers handed out in the neighborhood they set out to reach more customers and immediately improve their insurance volume.

By John Rost, President

We should all stand up and applaud their effort and willingness to take on new challenges. In fact they were immediately rewarded by writing 92 policies in the month of July. This represents a 255% increase in the first thirty days of owning the Compton location. I would like to encourage those that are writing less than ideal numbers to contact Flor and Angelica for recommendations and follow their winning example.

Mascot Costumes

We recently received a new shipment of our mascot costumes and now only three more remain. They are \$1,200 plus shipping and can be charged to the franchisee statement in 3 monthly payments. Flyers are good, an arrow on the street is better, but the arrow hanging on the shoulders of our mascot is a road to success. Challenge yourself to try a different form of marketing and purchase our mascot costume and make it work for you.

New to Fiesta Auto Insurance

We welcomed the following franchisees to the Fiesta Auto Insurance family in July.

Robert Dillon - Lawndale, California

Fabian & Silvia Medina
Glendale, California

Stephen White - Detroit, Michigan

Shauna Haroon - Orlando Florida



Looking For A New Location?

Let us know how we can help.

“Setting an example is not the main means of influencing others; it is the only means.”

- Albert Einstein

BOOK OF THE MONTH

The 7 Habits Of Highly Effective People

By **STEPHEN R. COVEY**

A Framework For Personal Effectiveness

CARROTS, EGGS AND COFFEE

By Raymond Fernandez,
Victoria Insurance

A young woman went to her mother and told her about her life and how things were so hard for her. She did not know how she was going to make it and wanted to give up. She was tired of fighting and struggling. It seemed as one problem was solved, a new one arose.

Her mother took her to the kitchen. She filled three pots with water and placed each on a high fire. Soon the pots came to boil. In the first she placed carrots, in the second she placed eggs, and in the last she placed ground coffee beans. She let them sit and boil; without saying a word.

In about twenty minutes she turned off the burners. She fished the carrots out and placed them in a bowl. She pulled the eggs out and placed them in a bowl.

Then she ladled the coffee out and placed it in a bowl. Turning to her daughter, she asked, “Tell me what you see.”

“Carrots, eggs, and coffee,” she replied.

Her mother brought her closer and asked her to feel the carrots. She did and noted that they were soft. The mother then asked the daughter to take an egg and break it. After pulling off the shell, she observed the hard boiled egg.

Finally, the mother asked the daughter to sip the coffee. The daughter smiled as she tasted its rich aroma. The daughter then asked, “What does it mean, mother?”

Her mother explained that each of these objects had faced the same adversity: boiling water. Each reacted differently. The carrot went in strong, hard, and unrelenting. However, after being subjected to the boiling water, it softened and became weak. The egg had been fragile. Its thin outer shell had protected its liquid interior, but after sitting through the boiling water, its inside became hardened. The ground coffee beans were unique, however. After they were in the boiling water, they had changed the water.

“Which are you?” she asked her daughter. “When adversity knocks on your door, how do you respond? Are you a carrot, an egg or a coffee bean?”

Think of this: Which am I? Am I the carrot that seems strong, but with pain and adversity do I wilt and become soft and lose my strength?

Am I the egg that starts with a malleable heart, but changes with the heat? Did I have a fluid spirit, but after a death, a breakup, a financial hardship or some other trial, have I become hardened and stiff? Does my shell look the same, but on the inside am I bitter and tough with a stiff spirit and hardened heart?

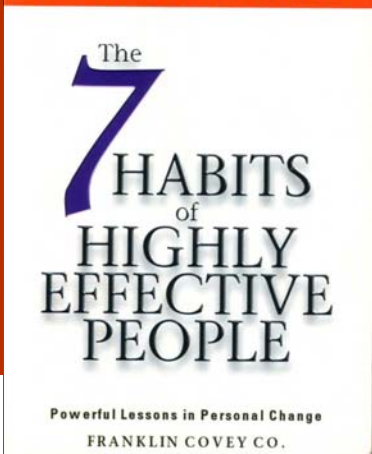
Or am I like the coffee bean? The bean actually changes the hot water, the very circumstance that brings the pain. When the water gets hot, it releases the fragrance and flavor. If you are like the bean, when things are at their worst, you get better and change the situation around you. When the hour is the darkest and trials are their greatest, do you elevate yourself to another level? How do you handle adversity? Are you a carrot, an egg or a coffee bean?

May you have enough happiness to make you sweet, enough trials to make you strong, enough sorrow to keep you human and enough hope to make you happy. The happiest of people don't necessarily have the best of everything; they just make the most of everything that comes along their way. The brightest future will always be based on a forgotten past; you can't go forward in life until you let go of your past failures and heartaches.

When you were born, you were crying and everyone around you was smiling. Live your life so at the end, you're the one who is smiling and everyone around you is crying.
May we all be COFFEE.

Someone once said that “Knowledge is power.” Albert Einstein once said, “Imagination is more important than Knowledge.” I believe that if you combine knowledge and power, you will be unstoppable.

STEPHEN R. COVEY
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CENTURY CLUB AWARD RECIPIENTS

Below is a list of the recipients of the Fiesta Century Club Award for the month of July 2009.

Octavio Hernandez
Lake June, Texas
July Sales - 186

Flor & Angelica Rico
Long Beach, California
July Sales - 110

Frank Magana
Salinas, California
July Sales - 214

Javier Garcia
Porterville, California
July Sales - 134

Oscar Neri
Madera, California
July Sales - 100