



# District Accounts



**Main Street Marketing**  
**888-665-9913**

## What is Main Street Marketing?

We realize the hardest and most stressful task for a new agent is prospecting.

**Main Street Marketing** offers a low-stress prospecting system. We help agents create permission-based sales leads.

**Main Street** offers marketing campaigns designed for apartment complexes and local events.

Our ability to pivot prospects into a conversation regarding Life Insurance is unparalleled.

We can also help create a consultative sales environment for Smart Home Policy presentations.

***Our value-added program offers tremendous community exposure for your agents as a local trusted advisor.***

Our proven system can help your Career and Reserve Agents get their numbers up and run-to-daylight!

*Our history with Farmers Insurance dates back to 2003.*

*We realize that when an agent fails, it is not because they were not taught.*

*They failed because of their prospecting system.*

*We are in partnership with you and do the coaching for you.*

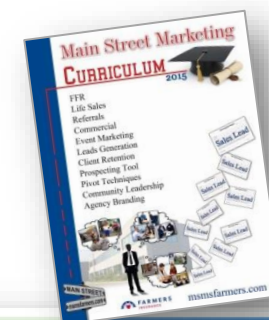
# What will my Agents receive?

Your Agents will receive all the Standard account benefits:

- **Personalized Splash Screen Advertising** on all their **Home Organizer** installations  
*(Create up to 5 different Splash Screens – can be used for Co-Branded advertising opportunities)*
- **Member Webpage**  
*(Includes all their contact information)*
- **Access to Download Center**  
*(Up to 20 Home Organizer digital downloads each month - for clients without a CD-ROM drive)*
- **Product Discounts**  
*(Member Discount pricing on all items at the Main Street Marketing shopping cart)*
- **Design Center**  
*(Access to the Design Center to create Flyers, Splash Screens, Countertop Displays, and more)*
- **Training**  
*(Full Curriculum - Training available for Agent and their Staff)*
- **Marketing Materials and Tools**  
*(Access to over 100 different scripts, letters, presentations, and sales tools)*
- **Marketing and Technical Support**  
*(Marketing and Technical support as needed)*



Software distributed by Non-Members will not have a personalized Splash Screen advertisement.



# Main Street Marketing System

## How do I create a District Account?

### 1. **Go to [www.msmsfarmers.com](http://www.msmsfarmers.com)**

Select the **Join** button

Select the **Register for a District Account**

### 2. **Complete the online Registration form**

Create your personal and district profile

### 3. **Choose your District Account Plan**

Your District Account is volume sensitive with pricing based on the number of participants.

Accounts are purchased in blocks of logins.

For example, our Standard Individual Account is \$39.95 per month. The block of 2 District Logins is \$39.95 per month, or less than \$20 per agent. Savings are increased on larger packages. The block of 10 District Logins is \$159.80 per month, or less than \$16 per agent.

Discounts are also offered when accounts are paid by the year instead of by the month.



## What happens if an Agent is terminated?

If an Agent is terminated, notify us of their termination and they will be dropped from your plan. A new spot will be opened for another Agent. From your Profile page at the Main Street Marketing website, you will be able to see the list of your participating Agents.

## What happens if an Agent converts to Career?

When a Reserve agent becomes Career, or if you have been including an Agent on your plan and you now want them to start paying for an Individual Account, the process is similar to the termination process. The agent will be removed from the list and a spot will become available for a new Agent. Upon their next login at the Main Street website, the exiting Agent will be presented with Account choices. They will be able to choose a Standard Account or one of our Premier Account options. Their installation Promo Code and all of their profile information will stay intact.



# Welcome to Main Street!

Main Street Marketing



Imagery Concepts, LLC



Tulsa, OK



888-665-9913



[msmsfarmers.com](http://msmsfarmers.com)