

AUGUST 2011 EDITION – ANNUAL RETAILER SURVEY UPDATE

After just 115 sales consultant surveys returned, here are the results to 3 key questions:

- 1) 90% agree or somewhat agree that WALKAWAY is relevant to their customers
- 2) 75% agree or somewhat agree that WALKAWAY helps attract customers and close more sales
- 3) 86% stated that WALKAWAY helps sell at least 1 incremental car per month



RETAILER QUOTE OF THE MONTH – BAYTOWNE HYUNDAI

“When I started I had no experience (with WALKAWAY), it’s now my #1 offering! In the past 2 years, I have seen policies pay out time and again for various reasons that nothing else would cover. I truly believe this product has value for our customers. For the little money it cost to upgrade, it makes it a very easy sell that leaves plenty of room for other products to be sold. When it comes to claims, your office makes it very easy. I don’t know of any other insurance that works as fast” – Marla Banks, Client Services Manager



CLAIMANT QUOTES OF THE MONTH

“I found the staff at WALKAWAY very helpful. It was a pleasure to deal with everyone there” – Critical Illness (Vehicle Return)

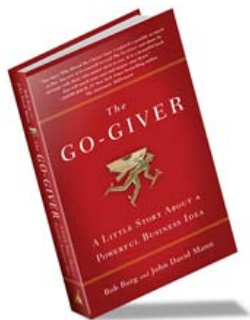


HIGHLAND FORD
35 Balodis Drive WESTVILLE, NS B0K 2A0

“This is a great product I would recommend to anyone who is buying a new car. It has given me peace of mind that I can still keep my car while I look for work in tough times” – Involuntary Job Loss (Payment Relief)



BOOK QUOTES OF THE MONTH



VALUE - *“Your true worth is determined by how much more you give in value than you take in payment”*

COMPENSATION - *“Your income is determined by how many people you serve and how well you serve them”*

INFLUENCE - *“Your influence is determined by how abundantly you place other people’s interest first”*

AUTHENTICITY – *“The most valuable gift you have to offer is yourself”*

RECEPTIVITY – *“The key to effective giving is to stay open to receiving”*

TED TV – IN 3 MINUTES



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It’s not about the car.
It’s about the people that buy them.™