

The Andrew Agency Inc
500 Libbie Ave Ste 1A
Richmond, VA 23226

RE: Agency Acquisition, Merger and Sale Assistance Program

Dear Virginia Agency Principal:

National General is proud to announce a new Sale, Acquisition and Merger Assistance Program exclusively for agency owners appointed with us in Virginia who are considering the sale of their agency or an acquisition or merger. This new program provides **free and confidential** consultations to agency owners who are considering their financial options and we will help find independent agency buyers that will not only maximize the selling value, but also minimize disruptions for customers. We want to assist our agency owners to make the right choices for your business and for your customers.

As a market leader in automobile insurance in Virginia since 1987, we personally know the majority of agency owners throughout our state. In addition to the agencies considering selling, we know there are many independent agencies who are interested in expanding their business through an acquisition or merger allowing agencies to retain their *independent* status.

We've learned through our research that several direct and captive companies and their agents are approaching independent Virginia agencies to acquire their agencies and customers. Unfortunately, they often encourage an agency owner to breach their agency agreements with independent carriers by signing a confidentiality and non-disclosure agreement. The agreement agencies are asked or required to sign prevents the agency owner from providing the 30-day advance written notice of sale or change in control of the agency included in many independent carriers' agency agreements. In our experience following these acquisitions, all customers are immediately rolled from the independent carriers to the captive/direct writer and the long term customers of the agency have little choice in the matter — if any at all. NGIC will not appoint an agency or company whose intent is to roll NGIC customers after the sale of the agency.

So, we've created an Acquisition and Merger Assistance Program to provide independent agents with free and confidential consulting services as a way to keep independent agencies as a viable option for all Virginia customers. The independent agency system remains strong in Virginia and our company wants this to continue for independent agencies and your agency's customers. Long term agency customers being cancelled or non-renewed by NGIC and your other independent companies and a forced book-roll after a captive or direct acquisition is disruptive. Working with National General Insurance can avoid this for your customers.

I have spent the past 31 years at National General helping independent agencies with their success. Now, I consider it a privilege to provide this confidential, honest and trustworthy consulting for the next phase of your life, career or retirement. Please contact me directly, or, confidentially inform your National General Territory Sales Manager if you are interested in our Acquisition and Merger Assistance Program.

We're happy to help you make the future of your business a positive and rewarding event.

Sincerely



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