



State FarmTM

Why not have it all?

BECOME A STATE FARM[®] AGENT



"If you ask my boys what Mommy does, they'll tell you I work hard and help people. But I also have the flexibility to be there for my family. I've been in that place where your career and family don't mix. **Not anymore.**"

Michelle
Agent - Albuquerque, New Mexico

home

work

Mom was right. Make smart choices and good things happen. The same is true in business, where choosing to “have it all” means different things to different people. For many, it means a fulfilling, lucrative career where you work for something you believe in. It means a career where your life, your work, your values, and your goals are in synch; where you’re in the right place at the right time, doing the right things for the right reasons.

That’s what being a State Farm agent is all about.

It’s about building a successful business by helping people in your community.

On the pages that follow, you’ll find general information about becoming a State Farm agent.

You’ll also meet a few of the more than 17,000 State Farm agents who serve our customers across North America. Their backgrounds and experiences are diverse, but this they share . . .

They have chosen a career that offers the flexibility to balance their lives and professional goals — without sacrificing who they are and what’s important to them. All of this, with the support, stability, and strength of the State Farm brand behind them.

If this is what “having it all” means to you, let’s talk. ▶



rewards

products

“When I compared business opportunities, it was no contest. I spent a lot of years moving around for my career. Now, my wife and I are putting down roots and **it feels good**. I just wish I had done this sooner.”

Germaine
Agent – Houston, Texas

sure thing

Why not position yourself for success with a company that has blazed a trail in the industry since 1922? As a leader recognized for financial strength, community involvement, and customer service, State Farm has been called one of "America's Greatest Brands."¹

What motivates you? It feels good to help people and support your community. It's even better when that help and support builds a visible, successful business.

State Farm agents are the face of State Farm.

They are the ones you see in our commercials and other advertising. They throw out the first pitch or present the big check at high-profile sponsorship events.

From intangible rewards to traditional compensation, every reward you earn as a State Farm agent is based on skill, hard work, and hitting the goals you set for your agency.

Rewards include:

- Signing bonus
- Product commissions
- Production incentives
- Bonuses
- Retirement payments and benefits
- First-class trips around the world

What do agents market? State Farm agents have more than 90 individual products* to choose from to help customers protect the present and prepare for the future.

Products include:

- Auto insurance
- Homeowner and other property/casualty insurance
- Life insurance and annuities
- Financial services, including deposit and loan products, education savings plans, IRAs, mutual funds, and business retirement plans

*Some products and services may not be available in all areas.

It's no surprise that State Farm has one of the highest new agent retention rates in the industry. ▶

Learn more @ statefarm.com/careers

¹America's Greatest Brands, Volume III: *An Insight into Many of America's Strongest and Greatest Brands* (New York: Hall Street Books, 2004).

What's the process? Here are the steps to becoming an Approved Candidate for a State Farm agency. The process takes about six to eight weeks. Once selected for a specific opportunity, the licensing and training process takes about six to nine months.

Assessment

To begin the selection process, you complete a questionnaire called the **Sales & Leadership Career Profile (SLCP)**. If you receive an acceptable rating, you move forward. If you don't receive an acceptable rating, you may complete the SLCP again in one year. The assessment considers the following about you:

- Background
- Current situation
- Financial situation
- Recruiting experience
- Work preferences, goals, and motivations
- Familiarity with the career
- Energy
- Business leadership aptitude

Overview

After you receive an acceptable rating on the SLCP, you receive more details about becoming an agent and hear from successful State Farm agents in their videos. You find out more about the Company, agent business support, and compensation.

Background Check

This step includes standard reviews of your credit report, work history, and motor vehicle record. These reports help determine your eligibility for meeting state/provincial and federal licensing and sponsorship requirements. If approved, you're invited to continue.

Career Understanding

This experience is designed to help you better understand the daily activities and career of a State Farm agent. You meet agents, agency leadership, and others with keen insights about being an agent. State Farm learns more about you too.

More about the SLCP: The questionnaire was designed by the Life Insurance and Market Research Association (LIMRA) International to help predict the probability of success in a sales-focused branch of the insurance and financial services industry.

The answers you provide are processed by LIMRA International, compared with answers from a large pool of successful State Farm agents, and returned to State Farm as a rating. Acceptable ratings indicate a better-than-average chance for success. Of course, an unacceptable rating indicates a lower chance for success. The results do not, however, indicate your chance for success in any other career choice.

Interview & Executive Approval

A competency-based panel interview with State Farm executives and agency field leadership helps us learn about your strengths and skills. You present your business proposal. If approved, you join the Approved Candidate pool for current or future agent career opportunities.

Posting & Site Interview

As part of the **Approved Candidate** pool, you have access to agent postings across the U.S. and Canada. Once you've posted for an opportunity, you may be invited to a site interview held by local management to select candidates for intern training. If selected, a job offer is made contingent upon a clear background check and drug screen (U.S. only).

Internship

Once selected for internship, you become a paid, full-time employee of State Farm. Intern training lasts about six to nine months. It includes self-study, classroom training, licensing, field visits, and time with a State Farm agent to gain hands-on experience in the role. State Farm offers assistance in training your team and pays licensing expenses. We may also pay team wages, up to 90 days, during the last stage of your internship.

12-Month Term Independent Contractor Agent

After successfully completing your internship, you are appointed a **12-Month Term Independent Contractor Agent (TICA)**, receive a signing bonus (amount may vary by market), and open your agency. After successful completion of your TICA agreement, you sign the State Farm agent's agreement.

By completing the SLCP, you are describing yourself. Each candidate is unique and every person's answers will vary, so be sure to answer the questions honestly.

The questionnaire is not timed and is administered by computer, proctored or unproctored. Any condition or circumstance that might affect your ability to complete this questionnaire should be reported to State Farm prior to testing. If you make such a request, please be prepared to provide verification of your need for accommodation.

Unauthorized exposure to actual questionnaires prior to completing your SLCP will automatically disqualify you from consideration.



support

"I was an agent with another company. State Farm is an entirely different business opportunity. The support and training ... the systems and resources. **It's amazing.** State Farm wants me to succeed and is doing all it can to help me."

Rebecca
Agent - Sapulpa, Oklahoma

count on it

Align yourself with a stable, well-known company and get the support you need, the freedom to make your own decisions, and the chance to earn a great living.

We're there. Few business opportunities offer the level of support provided by State Farm. Throughout your State Farm agent career, extensive resources are just a call, click, or e-mail away:

- From training and development, to business planning and world-class marketing assistance, your local Agency Field Office helps you become a more strategic leader of your agency.
- Also at the local level, your Administrative Services (facilities), Claims, Public Affairs, and Underwriting partners are there to provide expert help and resources.
- Agency/Sales Resources is dedicated to providing personal assistance with business operations. They're your resource for things like compensation, licensing, contract dealings, incentive programs, and more.
- The Bank Response Center staff is ready to assist customers and agents with any State Farm Bank® deposit- or loan-related business.
- Well-trained professionals at our Customer Response Center are there 24/7 to assist State Farm customers and agents. When your office is closed, we take good care of customers and provide all the information you may need to follow up.
- You don't have to be a computer whiz. The Insurance Support Center provides 24/7 computer and IT support for you.
- Internal Sales Support helps agents who are registered to market securities and financial services products. Licensed representatives can lend you a hand before, during, or after client meetings.

**Your agency may have your name on it,
but you're not alone. ▶**

Learn more @ statefarm.com/careers

Got questions? Here are answers to some frequently asked questions about becoming a State Farm agent.

Do I have to quit my job while I'm in the State Farm agent process?

You are not required to quit your job to go through the selection process, but time off needed may vary as you move forward. Please work with your recruiting contact on specific days and dates.

What about insurance licenses?

State Farm pays for your licenses. Insurance producer licensing takes place after you have been selected for a specific location or market area.

Do I need a college degree?

A college degree is not required.

Can I select my agency location?

Once you are an Approved Candidate, you can compete for opportunities as they become available in the market area(s) of interest to you. In addition to traditional opportunities created by retirements, there are new market opportunities and some that are a combination of traditional and new market. Once selected for an opportunity, you work with leadership in your local Agency Field Office to determine the exact location of your office.

What does it cost to become an agent?

Investment amounts can vary greatly by market, just as the cost of living varies. Once you've been selected, you begin a paid internship with State Farm employee benefits. Once appointed as a 12-Month Term Independent Contractor Agent (TICA), you receive a generous signing bonus; then an additional bonus at the beginning of your second year. As an independent contractor agent, you are responsible for all business expenses.

State Farm provides significant support to help manage those expenses:

- Furniture and equipment at a low monthly price
- Competitive-rate loans to assist with start-up costs
- Computers, phones, and related tools at little or no cost

What is the success rate of new State Farm agents?

Almost 84 percent of agents appointed since January 2001 were still agents or in agency field leadership positions by the end of 2008. State Farm has one of the highest new agent retention rates in the industry.

If I have to move, are there relocation benefits?

Relocation benefits may be offered to homeowners and renters hired from outside of State Farm.

Benefits include:

- Lump-sum payment (\$4,000 renters, \$10,000 homeowners)
- Movement of household goods
- Temporary storage (if needed) for up to 90 days
- Home marketing and home-finding assistance
- Spousal employment assistance

State Farm employee candidates may also be eligible for relocation assistance. Please see the HR > Relocation information on *SFnet*.

What retirement plan is provided to agents?

To assist agents with retirement, State Farm offers an Annual Investment Payment Program (AIPP).

A percentage of your commission is returned to you in the beginning of your seventh year.

Are there opportunities to become a State Farm agent in Canada?

The Company's first Canada branch opened in Toronto in 1938 and we've been going strong ever since.

Today, State Farm serves customers in the provinces of Alberta, New Brunswick, and Ontario.

To learn more about agent opportunities or to contact a recruiter, visit:

statefarm.ca/careers

BECOME A STATE FARM AGENT

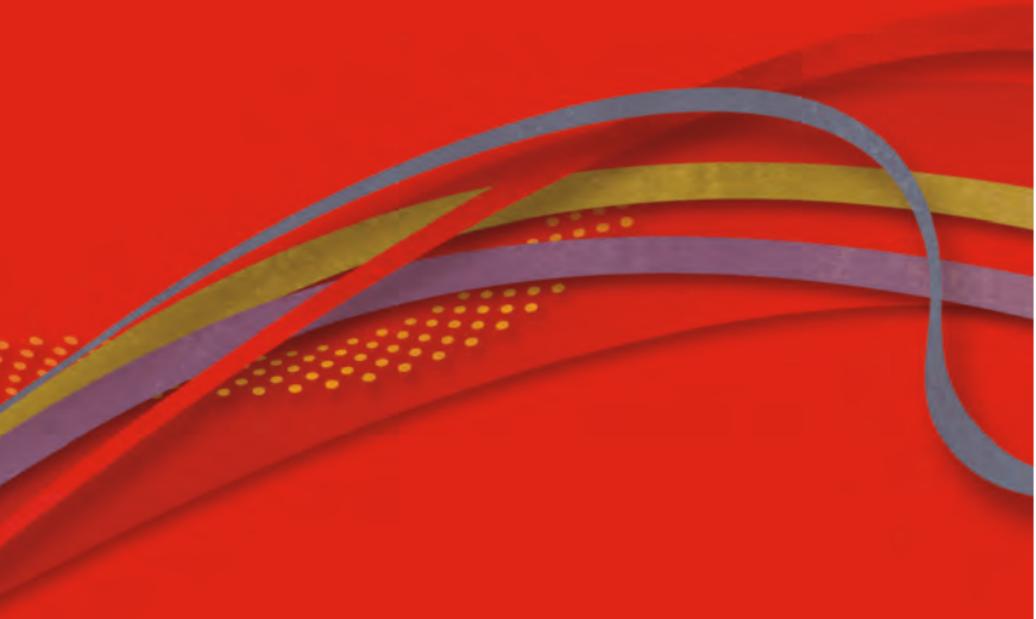
Now what?

If being a State Farm agent sounds like the right blend of personal and professional rewards for you ...

If improving life for your neighbors, your community, and yourself is what you want ...

If freedom to make your own decisions and the chance to earn a great living are what you're looking for ...

Let's talk.



Got questions? We have answers.

WE ARE STATE FARM

- Largest insurer in the United States
- No. 1 insurer of cars since 1942
- No. 1 insurer of homes since 1964
- One of the leading boat insurers in the U.S.
- Almost 79 million in-force policies in the U.S. and Canada, and nearly two million bank accounts
- 24/7 customer care centers
- State-of-the-art claims network capable of handling 30,000 to 40,000 claims a day
- More than 68,000 Company employees committed to helping agents meet the needs of customers
- Top 50 or higher Fortune 500 ranking since 1995
- Consistently high financial strength ratings from A.M. Best's, Moody's, Standard & Poor's, and Fitch Ratings



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