

SALES CALL



UPCOMING EVENTS

Industry Summit	September 10–12, Las Vegas
Mazda F & I Training	September 18, Southern California September 20, Northern California
Agent Training	October 16–18
Ancillary Training	October 18
NIADA Certified Master Dealer Training Class Warrantech Headquarters	November 12–14

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SALES CORNER

Join us at the Industry Summit (F & I Conference)

Industry Summit

Warrantech will be a very active participant in the Industry Summit at The Paris in Las Vegas, September 10–12. The Industry Summit, formerly called the F & I Conference, has grown into a multi-convention affair and is now a combination of the F & I conference, Vehicle Service Contract Administrators Conference (VSCAC), CRM Convention and the SubPrime Convention, all-in-one! Warrantech is a sponsor and an exhibitor at the conference. Mike Burgholzer, senior Vice President, will be a convention speaker participating on two different industry panel discussions. We welcome you to join us in Las Vegas. Stop by our booth on the Exhibitor Floor or attend one of Mike's speaking engagements. We also have a meeting suite

at the Aria Resort and Casino should you want to schedule a meeting there with us. Contact your BDM for an appointment.

We will be releasing our new line of Warrantech-administered / AmTrust-insured Ancillary Products at the convention and may even discuss some other big projects that we are working on! Our ancillary lineup includes EdgePlus GAP, EdgePlus Theft Protection, EdgePlus Appearance Package and EdgePlus Tire and Wheel Protection programs.

See you in Las Vegas!

Contact us: salescall@warrantech.com



Warrantech
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AGENT SPOTLIGHT

John Braganini, Great Lakes Companies



The Agent Spotlight this month is on John Braganini of Great Lakes Insurance and its affiliated companies with corporate offices in Kalamazoo, Michigan.

John has had a very interesting and diversified business career. He has a teaching

degree, coached middle school football, sold life insurance in his twenties and owned a chain of convenience stores prior to starting his agency in 1986. When asked how he happened to make the transition from convenience stores to the car business, John said, "While selling life and health insurance, I was exposed to and intrigued by the finance and insurance process. I just always liked the idea of F & I."

John decided to become a general agent for the freedom it provides along with the income opportunity. He has made the most of the opportunity as his agency has grown to 65 total employees with 16 sales people and 49 support staff personnel. Great Lakes is quite different from most general agencies, mostly due to its diversification. John says, "We sell everything!" They represent every product that relates to income development in a geographic area that encompasses a 200 mile radius of Kalamazoo which includes Michigan, Indiana, Ohio and Illinois. One of the Great Lakes companies is a TPA providing administration for such well-known companies as Ally and another company you may be familiar with . . . AmTrust, among others.

John was attracted to Warrantech by unique products like MileEdge and CustomEdge and likes the financial strength of AmTrust along with the new management staff hired after the AmTrust acquisition in 2010.

In talking about himself, John says he is "an average guy with above average work habits." He mentioned that he has been fortunate to have made good choices in his life, both personal and business, and now finds himself in a position of being "overpaid and underworked!" John is married to wife, Debbie and has four children, ages 33, 26, 24 and 16. He also has three grandchildren, ages 1, 2 and 6. John enjoys golf, fishing, reading and general recreation.

Just in case he isn't already busy enough, John is going for his Master's Degree from Northwood University in Grand Rapids.

When asked for a few words of wisdom for a new agent, John replied, "Work hard and fulfill your commitments." It would appear that philosophy has worked quite well for John Braganini.

EMPLOYEE SPOTLIGHT

Don Adams, Business Development Manager



This month's Employee Spotlight is on Don Adams. Don is a key member of our Sales Team and one of our business development managers. Don joined Warrantech in January of 2012 after 15 years with

Assurant Solutions, where he held a variety of executive management positions. His primary focus was on developing national accounts as well as managing and working with regional and district managers to sign new business and grow existing dealer relationships.

Don has been the driving force behind the development and recent launch of our NIADA Certified Pre-Owned Program, working closely with NIADA executives, state independent auto dealer associations and our select group of NIADA General Agents. Don's plan with Warrantech is to maintain a consistent growth pattern in the automotive market and to expand our position in the recreational market, primarily in RV and PowerSports programs.

Don is married to his wife, Lynn and lives in Memphis, Tennessee. They have three grown children and as Don puts it, "I have the bragging rights for 3 grandchildren, ages seven, two and two months." Don enjoys playing golf (when his busy travel schedule permits) and recently

started jogging and exercising again after recovering from a nerve injury two years ago.

Don's true passion is his family and spending quality time together as often as possible. Don and his family support the fund raising efforts of St. Jude Children's Research Hospital in Memphis with monetary donations as well as support for special community events. Don says, "Having a child diagnosed with cancer is a heart-wrenching ordeal for any family, and it is great to have a support base in place in St. Jude's with the best treatment options available."

When asked for a few words of wisdom to live by, Don said, "The distance between success and failure is only the 6 inches between your own ears!"

Don is a quality person and we are lucky to have him as part of our Warrantech / AmTrust Family.



NEWS & NOTEWORTHY

NIADA CPO Program News.

We announced the launch of the NIADA Certified Pre-Owned Program in our May/June newsletter, and dealer solicitation and sign-up activity by our NIADA-select agencies has been brisk across the country. In addition, this is the time of year for the state independent auto dealer associations to have their annual conventions which has created another great opportunity for our agents to reach out to dealers in the states you represent. If you are one of our NIADA agents, you should contact the state associations in your territory, find out the dates of their conventions and reserve booth space. Given enough notice, your BDM would be happy to attend and work the convention with you. We will provide extra NIADA sales kits and giveaways for your booth.

Warrantech will be hosting the NIADA CMD (Certified Master Dealer) Training Class on November 13–14 in our Bedford corporate headquarters.

Mazda Extended Confidence Program

The Mazda Program is getting off to a solid start! Our Mazda select agents are working well in concert with the Mazda District Managers to introduce the Extended Confidence Program to Mazda dealers throughout the country. Over 150 dealers have signed agreements, and we have already received some VSC production.

In addition, we have launched the full-line of Mazda Extended Confidence ancillary products which include GAP, Tire /Wheel, Appearance Protection and Theft Protection programs. They are live, ready and available on VSCOnline!

During the week of August 6, we held two Mazda Agent Training webinars, followed by another on August 17, to go over details of the program’s coverage, systems and sign-up procedures to make sure all of our agents and sub-agents are up to speed on all processes to make the transition seamless at the dealership level.

CustomEdge – Now Available in Florida

As Mike Burgholzer announced in his August 10 Agent Memo, CustomEdge is now available in Florida. This is great news for our Florida Agents! As you all know, CustomEdge is the most unique and exciting program in the industry, with its exclusive rating system disc that allows dealers to customize the coverage, mileage, months and deductible to exactly what the individual needs of each customer may be. Florida agents now have a new “hook” to get you in the door of any dealership, regardless of what program the dealer may already be on or what his relationship is with a competitor agency. It doesn’t even matter if he is locked into a reinsurance relationship with a competitor, because CustomEdge can supplement anything the dealer is already selling and increase VSC penetration by 7 to 9% and

increase PVR by over \$225 per unit! By the way, if you are an agent outside of Florida and you aren’t taking advantage of the CustomEdge opportunity already, what are you waiting for?

Ancillary Products Launch

As mentioned earlier in this newsletter, we will be launching one of our own ancillary product lines at the Industry Summit in Las Vegas, September 10–12. These new products are Warrantech-administered and insured by Amtrust. Products include EdgePlus GAP, EdgePlus Theft Protection, EdgePlus Appearance Package and EdgePlus Tire and Wheel Programs. Now you will be able to provide your dealers with a “one-stop shop” for service contracts and ancillary products!

Warrantech will be hosting a special half day ancillary product training Thursday, October 18, immediately following the general agent training event. This training will provide detailed information on these exciting products and review how you can use them to increase your business and commission.



COFFEE IS FOR CLOSERS

We appreciate all of our agent’s hard work and dedication this summer and want to give a special thanks to our top closers for June and July.

Most new closes June/July 2012:

- Lender Services Insurance – **Rodney Lumley**
- Dealer Protection Group – **Kevin McWilliams**

Greatest increase in number of producing dealers June/July 2012

- Schrade Business Group, LLC – **Kris Schrade**
- California Insured Services – **Rob Leahy**



SUCCESS STORIES

For you NIADA agents who have had difficulty “kick-starting” production out of your independent dealer sign-ups, you should know that the final and, maybe, most crucial step in the sign-up process is the “NIADA INSTALL”!

Let’s compare it to signing up a dealer on a window etch program. How many of your etch dealers would have gotten off to a quick start

if you hadn’t rolled up your sleeves and etched every car on the lot while you showed the lot people how to do it properly? Right! Not many!

It’s exactly the same situation here, especially with independent dealers who don’t usually have a large staff of employees. It’s absolutely critical to take the dealer by the hand and say “Let’s go certify some cars!” Seriously, you will need to assist the dealer in installing the

NIADA merchandising materials, window clings, banners, hang tags, license plate brackets, etc. Once he’s all set up, the dealer will suddenly feel like a Certified Pre-Owned Dealership! His customers will notice the NIADA logos everywhere and will be asking the dealer all about his certified used vehicles . . . and guess what? . . . They’ll be buying them!

CONGRATULATIONS

Employee Anniversary

Marian Sanders	Jun-12
Ryan Kinney	Jun-12
Constance Mask	Jun-11
Brad Harris	Jun-11
Alicia Huebel	Jun-11
Richard Alexander	Jul-06
John Sauers	Jul-06
Hector Cervantes	Jun-06
Jenna Ficano	Jul-00
Maria Barbosa	Jun-00
Carolyn Branch	Jun-99
Rodney Harris	Jul-98
Antonio Diaz	Jun-98
Mark Tiller	Jun-91
Lonnie Green	Jun-88

Agent Anniversary

Norman Ferez	23-Jul
Warranty Link	10-Jun
Warranty Link	10-Jun
Dealernet Management Services	22-Jul
Dealer Development Group Inc.	22-Jul
Dealernet Management Services	1-Jun
Dealernet Management Services	1-Jun
Dealer Development Group Services,LLC.	23-Jul
F & I Solutions, LLC	14-Jun
Dealers Choice Profit Concepts, LLC	8-Jun
Quality Dealer Services	16-Jun
Farner F & I Solutions, LLC	25-Jul

Terry W. Barton	30-Jun
Thanner Associates, LLC	27-Jul
Buy Right Warranty, LLC	28-Jul
The Myre Group Inc.	30-Jul
Mid WestRe, Inc.	15-Jun

If you have some exciting news that you would like to share in the newsletter, such as a success story, new babies or wedding announcements, please let us know. You can email Denisha Howeth at DenishaHoweth@warrantech.com.