



May 18, 2010

To Whom It May Concern:

RE: LeBaron & Carroll's DIRT program

"We're not your father's insurance agency. We'd like to partner with you to make you look better to insurance companies and get lower premiums. We can do this because we operate in a very different fashion than your standard agent."

Yeah, right, I'm thinking. What a great opening line. I suppose that worked with other, less well-informed contractors but I'm not buying it, I thought.

It took two years from that initial contact, but I finally began to thaw toward the idea of going about this insurance process differently. It just seemed so foreign.

Renewal quotes promised two months before the expiration of the policy?
Video presentation about our company to the carriers?
Comprehensive assessment of our strengths and weaknesses as a company?
Online access to print my own insurance certificates?
Active involvement from an insurance agent in our in-house safety program?
Contact with the agent throughout the year, not just at renewal time?

Hmmm. I guess I could give it a try.

I'm glad I did. It has been the best insurance relationship I've had, bar none. LeBaron and Carroll took the time to really get to know our company so they could present us in a knowledgeable fashion to the carriers. They came in with unheard of numbers and I didn't need to pay huge deposits or use a finance company. Even the "little things" were well thought out: they put my in-house vehicle numbers on our proof of insurance cards! They made sure to schedule a meeting after the first few months to see if our policy (and premiums) needed to change based on actual payroll numbers. They helped us communicate with the carrier about a loss control visit and the recommendations they made as a result. And I'm just scratching the surface with this short list of their "unorthodox" way of doing business.

I didn't know it could be like this, but ♪I'm a believer ♪ now.

Sincerely,

A handwritten signature in blue ink that reads "Cheryl H. Schaul".

Cheryl H. Schaul
Secretary/Treasurer, Owner

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