



GET OUT THERE AND FIND SOME NEW BUSINESS!

Hagerty can help open the door to new business opportunities for you and your agency. We've got what it takes to cover your clients' collector vehicle business, but that's just the beginning. A Hagerty client is the perfect candidate for offering additional products and services.

In fact, the average Hagerty client:

- Is financially secure and has a proven track-record as a responsible individual.
- Has a very good driving record.
- Is highly educated.
- Has friends who are also collectors.
- May be one of the 25 percent of collectors with a net worth of \$1 million or more.

One of the best ways to find new collector car business is to attend a car show or other collector event. We can help give you the basics of how to cover an event, so you can successfully grow your agency.



Collector Car Insurance™

800-747-5348 | WWW.HAGERTYAGENT.COM

Table of Contents:

- [How to Work a Show](#)
- [How to Qualify Clients](#)
- [A Crash Course on Hagerty](#)
- [Fact Finder](#)



HOW TO WORK A SHOW

Attending a collector car show is a great way to draw in new business. If you've never attended a car show, the thought can be a little intimidating. You can always warm up by going to a show as an attendee and walking through, just looking at what's out there. But it's not hard to jump right in and start bringing in new business. Let Hagerty help you find shows in your area. Log onto www.hagerty.com, and click on Your Lifestyle and Events. Then use the information in this guide and get ready to hit the pavement!

Great Expectations

What should you expect at a collector car show? You'll find collectors who are extremely passionate about their cars. Often, they have done much of the restoration work on the cars themselves and are eager to talk with anyone who shows interest. You don't have to know a lot about cars. Just ask questions and be prepared to hear some great stories about some great cars.

Attracting Interest

A show booth doesn't have to be expensive, elaborate or enormous to woo new prospects. Keep it simple! A skirted table with a Hagerty banner and an interesting display of promotional items will do the trick. The key is to have a great "hook" to get car owners to stop by and take notice. A great way to get attention is to set up a simple white dry-erase board outside your booth and add a little teaser. Try something like: "Insure your \$20,000 '67 Mustang for as little as \$199 a year!" And, voilà! You'll have curious collectors beating a path to your booth.



Reeling Them In

Once you have a potential client on the hook, don't let them go! The No. 1 question on of every prospect's mind is, "How much?" Since we consider a variety of factors when issuing a quote, that's a difficult question to answer off the top of your head. So ask for some basic information – name, address, telephone number, year/make/model of their car and its value – and promise to make a follow-up call upon returning to your office, so you can provide an accurate quote. It's also a good idea to have the current copy of a reliable collector car price guide on hand, like *Hagerty's Cars That Matter*. And make yourself familiar with Hagerty's program. The more you can talk about the benefits of becoming a Hagerty client, the more eager the prospective client will be.

So you want to come back next year?

Remember the proper show etiquette! Collector car owners are VERY careful with their cars. Make a good first impression by following these simple rules while at a show:

- Enjoy yourself! Get out and talk with owners and enthusiasts. Ask questions about the cars. Collector car owners love to talk about their babies!
- Do not touch a car without permission first. No leaning, no poking, no prodding. That may be a \$10,000 paint job!



● Quick Tips

Here are some things to remember whenever you attend a show:

- **Smile and have fun!**
Talk with attendees, ask them about their cars – collectors always love to talk about their prized possessions!
- **Don't just sit behind a table.**
It can make for sore feet, but standing in front of the booth is the best way to engage collectors. Invest in some comfortable shoes and stay on your feet as much as possible.
- **Have something to draw attendees in and keep them around long enough to capture their interest.**
A simple bowl of candy works, as do inexpensive giveaways.

- **Stock up!**
Bring enough Hagerty brochures and Intent to Transfer forms to make the trip worthwhile.
- **Don't assume a prospective client only has one collector car.**
Often they will ask only about the vehicle that is the most trouble to insure, or the one they drive the most. Ask what other collector cars they have to get an accurate and complete client profile.
- **Booth placement**
Strategic placement of your booth space is important. Select a location that allows high visibility and good traffic flow. Make sure your space configuration is adequate for your setup.



HOW TO QUALIFY CLIENTS (BRINGING THEM HOME)

So, once you've become an expert at working a collector car show and are generating a lot of interest, you've got to figure out whether those potential clients qualify for coverage. How do you do that? You need to get them talking!

Here are some great questions to help get the ball rolling and get you all the information you need:

- What can you tell me about your cars?
- Are the cars stock or have they been modified? If they are modified, what sort of modifications are there?
- Where do you store your cars?
- How long have you owned your collector cars?
- How do you use your cars? Pleasure drives, car shows, tours, etc.?
- What cars do you drive on a daily basis?
- Do all the drivers in your household have their own "regular use" vehicles?

For more information on qualifying a potential client for a Hagerty policy, visit www.hagertyagent.com and click on "Hagerty Guidelines." You can also call **800-747-5348** or e-mail agent@hagerty.com for advice from our friendly, licensed representatives.

● Quick Tip

For modified vehicles, don't forget to have your client complete a Custom and Modified Vehicle Worksheet.

You can go to the Forms & Materials Section of www.hagertyagent.com and click Agent Guide and Forms to print a blank Custom and Modified Vehicle Worksheet.



A CRASH COURSE ON HAGERTY

Even if you feel ready for your show debut, you may need an occasional brush-up on Hagerty products and services. You're never too experienced for a good cheat sheet – and this way, you won't have to write notes on your hand!

HAGERTY PRODUCTS

1 Insurance

- Guaranteed Value policy
- Flexible usage
- No appraisals or odometer readings
- Repair shop of choice
- Automatic new purchase coverage for current policy holders up to \$50,000*
- NO deductible**

2 Roadside Assistance Membership

- Guaranteed Flatbed Emergency Towing
- Three membership levels
 - 10-mile for \$24/year
 - 50-mile for \$40/year
 - 125-mile for \$85/year for all cars
- Coverage for up to three service calls per membership year
- Hobby Information Resources

- Quarterly magazine
- Support of the nonprofit Collectors Foundation
- “Ask Hagerty” Concierge Service, to answer almost any hobby-related question
- Hobby Advocacy
- Be part of the largest group of collectors in the world

3 What We Cover

You know that Hagerty covers more than just “old cars.” Muscle cars, antique firetrucks, vintage motorcycles, military vehicles, 1990s and newer vehicles, the list goes on and on. There are a few specialty markets that are especially hot right now:

- Lowriders
- Vintage Racecars
- Tuners
- Antique tractors

The bottom line – if you have a question about coverage, call Hagerty. We'll be happy to talk to you about your prospect's collection!

4 Collectors Foundation

The Collectors Foundation is a nonprofit organization that is governed by an independent board of directors. The Foundation's goal is to serve the long-term interests of the collector vehicle and classic boat hobbyists by funding educational and preservation programs. A portion of every annual Hagerty Plus membership fee goes to help support the Collectors Foundation's efforts.

www.collectorsfoundation.org

5 Legislative Advocacy

Hagerty works directly with hobbyists and legislators to develop and support pro-hobby legislation by:

- Promoting pro-hobby legislative initiatives
- Creating a positive view of the hobby in the minds of state legislators
- Providing a wide range of legislative services to hobbyists and policy makers

More information on Hagerty's Legislative Advocacy program is available at www.hagerty.com/advocacy.

6 Marine

Hagerty also offers a policy for classic and wooden boats. The same great service featuring:

- Agreed Value coverage
- No deductible on total losses
- No required lay-up period
- Flexible navigation

Need more information? Head over to www.hagertymarine.com to check out the details.

7 Private Client Services

Hagerty gives special attention to those clients who own special collections. Our Private Client Services team will step in when your client has a collection with an insured value of \$500,000 or more, regardless of the number of vehicles in the collection, or when your client has a collection of six or more vehicles with a total insured value of \$250,000 or more. Additional services include:

- Overseas Shipping coverage
- Foreign Touring coverage
- Visiting Collectors coverage
- Club Liability program
- Surety Bonds

8 Hagerty International

The same great policy features and outstanding service that Hagerty offers on this side of the Atlantic are available to customers in Europe. If you have a client that needs assistance, you can find more information at www.hagertyinsurance.co.uk.

9 E-Learning Clips

For a quick refresher/tutorial check out our new Quick Clips. These video clips convert lengthy archived web training conferences into short 1-4 minute clips that are accessible on the agent website whenever you need them. Simply log in and click on the "Quick Clips" tab in the Agent Tools box. Among the topics:

- Collector Car Market and Client Demographics
- Qualified Vehicles
- Program Benefits
- Hagerty Plus
- Usage and Mileage
- And many more



FACT FINDER*

*this is not an application.

Household Driver(s) Info

Name: Date of birth:

Phone Number: E-mail Address:

Home Address:

Street

City

State

Zip Code

Country

Number of drivers in household: Driver's Licence Number(s):

Tickets or accidents in the past five years:

Regular Use vehicles in household

Does each driver have a regular use vehicle? Yes No

Personal auto liability limits:

Collector Vehicle Info

Make: Model: Year:

Stock Modified [requires Modified and Custom Worksheet]

Condition:

VIN: Value:

Storage location info: Same as home address Storage Type:

Other

Street

City

State

Zip Code

Country

Type of usage:

Is the vehicle used for: Racing Towing

Is the vehicle registered as historic and/or have antique plates? Yes No

Estimated mileage per year: