



FARMERS



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Jon Tehven, CLU, LUTCF
Self Management
1507 Hickory Heights Drive
Waverly, IA 50677

Dear Jon:

Over the past four years we have used your POP Screen and POP VII (previously the POP VII) with great results. To date we have ordered almost 1,000 reports. The longer we use your product the more we learn to rely on the results.

My recruiter sends a prospective agent candidate a POP Screen prior to the first interview. We use this report as a de-selection tool. If the screen suggests that we redirect the prospect we call them to encourage them to pursue another career opportunity. We save their time and our time by avoiding an initial interview.

The POP VII gives us more detailed information for candidates who make it through two interviews. We use this tool to better understand how to coach and support someone starting a business in our industry.

In the past we have disregarded the recommendation of the assessments because someone looked and sounded good in an interview. Our experience shows this was a mistake and we now use the report for about 30% of our decision-making process. Past success, a natural market and interpersonal skills all play key roles in determining the likelihood of success. We find that usually the POP VII results line up well with candidates who possess the other positive attributes.

Your product provides a 'scientific piece' to the interview process. I believe most candidates like the fact that we put them through several steps to qualify to enter our program.

You have always been responsive to our requests for additional information to understand the details of a report. Keep up the good work.

Sincerely,

Daniel W Siegfried, CLU, CLF, CIC, LUTCF
Insurance and Financial Services District Manager