

Syracuse SUCCESS STORIES SCRIPT
Haylor, Freyer & Coon, Inc.

Jim Freyer, Sr.

(800) 289-1501 fax(315) 453-2184

TELEVISION SCRIPT

VIDEO:

AUDIO:

exterior of building
Jim leading meeting in conference room
individuals at the conference table

Haylor, Freyer and Coon, Central New York's largest independent insurance agency combines years of experience with a sincere commitment to its customers to produce a high-quality, multiple-service insurance agency .

Special Effect Map of New York
-pointing out various HF&C locations

Founded in 1928, Haylor, Freyer & Coon has since grown throughout Central New York, experiencing tremendous expansion over the past few years. Their availability and extensive range of services guarantees the finest coverage for both business and personal needs.

secretary greeting a "customer" at entrance

employees working on computers
-filing papers/claims
employees on phones

From group benefits for the solo practitioner to the multiple-employee business, Haylor, Freyer & Coon insures employers of any size. They represent all major health carriers and with their team-concept approach, all claims are handled quickly and efficiently by a network of highly trained employees, keeping their customers as free from delay as possible.

several employees discussing plans

several employees looking at papers

employees working on coverage plans
Several Departments
-Business Ins. & Loss Control
-Claims & Bonding
-Employee Benefits
-Life, Self, & Personal Ins.

Haylor , Freyer & Coon has the tools necessary to provide today's best insurance coverage, from Business Insurance and Loss Control...Claims & Bonding Services...Employee Benefits & Life Insurance...to Self Insurance Plans, Personal Insurance...and much more.

Haylor, Freyer & Coon logo

Haylor, Freyer & Coon...providing Central New

VIDEO:

Haylor, Freyer, & Coon logo

AUDIO:

York with reliable business and personal insurance planning for the future!

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VIDEO:

Interview with Jim Freyer, Sr.

employees working in office
wide shots of departments
employee working on a computer

Soundbite of _____

possible stock footage
employees working on phones

Soundbite of _____

Claims department
employees working on claims
-filing papers
-filling out reports

Bond department
issuing bonds
contractor division

Soundbite of _____

Engineering dept.
employees working on evaluations

employees working on computers
group at a conference table

Interview with Jim Freyer, Sr.

logo of Met. Assoc.
working on computer
End on Jim.

AUDIO:

1. What makes Haylor, Freyer & Coon such a success? (Jim Freyer, Sr.) 20 sec

- teamwork, low turnover, benefits, community involvement
- networking & computers
- multiple services

2. Soundbite: _____

- Niche markets
 - municipalities, schools, manufacturers, auto dealers/suppliers, lumber
- Transportation
 - long-haul trucking, limos, ambulances

3. Soundbite: _____

- Claims
 - in-house draft authority
 - 24 hr. resolution
- Bonding
 - unique because HF&C issues its own bonds
 - construction, surety, fidelity, gov't, high risk
 - contractors

4. Soundbite: _____

- Engineering
 - safety services, property evaluations, OSHA requirements
- Employee Benefits
 - group benefits
 - small or large

5. You certainly offer a wide array of services. How do you plan on continuing your success?

- expansion
- membership in Metropolitan Association
- keeping up with technology
- continue paying close attention to client's needs

VIDEO:

Soundbite of _____
human resources dept.

employees around office
information on community service

Soundbite of Dick Hollin
computer screens
employees working on computers

Interview with Jim Freyer, Sr.

employees working on computers and
telephones
meeting around the conference table
End on Jim Freyer, Sr.

AUDIO:

8. Soundbite: _____ 20 sec

- Human Resources
 - low turnover
 - benefits
 - community involvement

9. Soundbite: Dick Hollin 20 sec

- computers and networking

10. You certainly offer a wide array of services. How do you plan on continuing your success? (Jim Freyer, Sr.) 20 sec

- expansion
 - membership in Metropolitan Association
 - keeping up with technology
 - paying close attention to the needs of customers
- (Remember to end with a strong, positive statement for the future!)**

**FOR THE ADDITIONAL SOUNDBITES
FROM THE NORTHERN AND SOUTH/
CENTRAL DIVISIONS:**

**NORTHERN BRANCH MEM-
BERS GATHERED AROUND
MAIN SPEAKER AT A CONFER-
ENCE TABLE OR IN FRONT OF
HF&C LOGO**

(NORTHERN BRANCH)

- **SPEAKER INTRODUCES HIMSELF**
- **THESE ARE THE REPRESENTATIVES
OF THE NORTHERN DIVISION**
- **ALL OF THESE SERVICES MEN-
TIONED ARE AVAILABLE THROUGH
OUR BRANCHES**
- **CONCLUSIVE STATEMENT**

SAME FOR SOUTH/CENTRAL

(SAME FOR SOUTH/CENTRAL)