

# **MEXICO Auto Insurance Sign**

## **For Agent's In-Office Use**

Get ready NOW for the upcoming Mexico auto insurance season which runs from November through March..... Especially the Christmas Holiday period.... Over 50% of the sales in this market are from November through January when Hispanics return home to Mexico for Christmas and hundreds of thousands of non-Hispanic tourist visit Mexico. Mexico is the number one destination for U.S. tourists.

Start immediately making your customers aware that your agency has this product available. This will dramatically improve your sales performance and profits during the upcoming season for this product.

Most potential Mexico auto insurance customers are unaware that their insurance agent has this product available. Many agencies do not advertise at all and many who do advertise - do not advertise this particular product due to the seasonal nature of the demand for this product. Fortunately, Hispanics, who comprise the largest portion of this very lucrative market, pay their insurance premiums by visiting the agent's office personally each month rather than using the postal service to mail their payment to the agent.

The following sign is provided in both English and Spanish. This sign is designed to inform your walk-in customers that your agency now offers Mexico auto insurance. This sign should be used widely in your office at agent's desks and at counters where customers are serviced. This is a very inexpensive method of communicating to your customers that this product is available at your agency. As the customer is made aware that you offer this product, the customer will return to your agency to purchase this product rather than purchase it at an agency that he is not familiar with. The sign is designed to be printed on regular laser printer paper, then mounted into an inexpensive standard-size 8 X 10 picture frame and displayed at agent's desks, counters, etc. as mentioned above. This is a proven method of increasing your agency's sales of this product at virtually no expense. A sample that can be printed for this use follows this page.....

**Mexico auto insurance now available  
here!**

**¡Vendemos SEGUROS PARA  
MÉXICO aquí!**

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