



Thank you for allowing us an opportunity to introduce our company, Jerry Rhodes & Associates, Inc.

We are a marketing company that specializes in the PEO industry. In today's market, I am sure you are finding it a challenge to service and retain your customers and many agents are turning to a Professional Employer Organization as a solution.

This is where our company can help you. We have a strong reputation with over 13 years experience in the industry and we have established ourselves with several leading PEO's. We have spent countless hours researching and establishing our relationship with these PEO's so you don't have too.

We work directly with the PEO so you can focus on your agency. JR & Associates will do most of the work for you. Once you submit the information to request a quote we will then:

- Submit all quote information to our PEO partner
- Obtain and review the proposal
- Discuss strategies with you to close the deal
- Present all proposal material with you and your client
- Negotiate with the PEO upon a client commitment
- Review and secure client contracts
- Conduct enrollment
- Provide on going customer service for long term retention.

We have been successful in securing approvals for hard to place accounts such as high risk construction companies, high experience mod exposures and customers within the JUA. Be sure to ask us about our PEO that can offer **minimum premium policies** and our new program for small contractors with less than 5 employees.

We are here to be a solution for your agency and we would welcome an opportunity to meet with you to discuss our services further. You can reach me at 561-314-0919

Thank you for your time and we look forward to meeting you soon!

Sincerely,

David Rhodes

Vice President of Sales

# *Target Prospects to Consider*

## Employer Size:

- ◆ Business with an employee base of 500 or less are prospects to consider.
- ◆ The best target size is 25 to 200 employees

## Other Key Factors:

- ◆ Companies with the JUA, assigned risk pool.
- ◆ Companies with other PEO's. They understand the value of the service.
- ◆ A company that has had a shock loss claim and their w/c is increasing or being non-renewed.
- ◆ Companies with w/c cost \$12.00 per hundred and higher.
- ◆ New companies
- ◆ Companies that have recently increased in size and need extra Human Resource support
- ◆ Companies that had a major increase in health insurance premium.
- ◆ Companies that recently lost a book keeper or HR manager

## Target Industries:

### CONSTRUCTION:

Drywall	Steel Erectors	Roofers
Framers	Painters	Sheet Metal
Carpentry	Plumbing	Sprinkler & Irrigation
Tile Installers	Electrical	Stucco
Window and Door	Land Development	Welding
Concrete / Masonry	Trim Carpenters	Wood Working Shop

### MANUFACTURING:

Metal Fabricators	Plastics	Pallets
Stone Cutting	Foam MFG	Masonry Products
Machine Shop	Cabinets and Door	

### AGRICULTURE:

Tree Trimming	Sod Farms	Grove Owners
Lawn Service	Landscaping	Irrigation
Tree Farms	Nurseries	

TRUCKING:

Long Haul  
Local Trucking  
Warehouse and Storage

Beverage Distribution  
Food Service Distribution  
Ready Mix

Concrete Pumping

AUTO & TRUCK:

Auto Repair Shops  
Dealerships  
Oil Change and Lube

Towing Companies  
Auto Body and Painting  
Car Washes

Fuel Service Centers  
Truck Stops  
Auto Parts Distribution

HOSPITALITY:

Hotels  
Country Clubs

Resorts  
Restaurants

LONG TERM CARE FACILITIES:

Assisted Living Facilities      Nursing Homes

RETAIL:

Lumber Yards  
Building Supply Dealers  
Construction Supply

Auto Parts Stores

PROFESSIONAL:

Doctors Offices  
Chiropractors  
Dentist

Law Firms  
Telecommunications  
Day Care Centers

Property Management  
Janitorial Services