

# ON YOUR SIDE® FARM CERTIFICATION

An exclusive program for farm agents from Nationwide®

## GET CERTIFIED TODAY.

Farmers and ranchers look for a trusted adviser to navigate their farm or ranch insurance needs. By joining the *On Your Side*® Farm Certification program, you can give your customers a higher level of service — and watch your farm business grow.



### PROGRAM OVERVIEW

We offer three progressive levels of *On Your Side*® Farm Certification:

1ST LEVEL •  • **BASIC**

2ND LEVEL •  • **MASTER**

3RD LEVEL •  • **ELITE**

The Farm Certification Program is designed to:

- Increase your agricultural awareness
- Enhance farm insurance product knowledge
- Provide basic risk assessment analysis experience
- Examine the specific needs of large, integrated farms

For more program details, see back. >

Each level requires seminar attendance and *production requirements*.

In addition to hands-on education, agencies get classroom materials, books and promotional and advertising resources. Once certified, agencies will receive priority listing in FarmAgentFinder.com searches.

### TRAINING THAT'S SECOND TO NONE

Our training and rewards program gives agents in-depth training on:




- Farm product coverages and endorsements for property and liability
- Risk analysis (buildings, equipment and vehicles) through case studies
- *CountryChoice*®, *AgriChoice*® and *AgriChoice*® Plus policy selling points
- Data on farmers' buying behaviors, with selling strategies for each type

### ONLINE RESOURCES

Managing your certification:

- Register for classes and pay online
- The Farm Agency Certified Tracking System (FACTS) lets you check your certification status and track your progress and production requirements

# MORE DETAILS ABOUT THE CERTIFICATION LEVELS

			
<b>CERTIFICATION Education</b>	<ul style="list-style-type: none"> <li>Complete Basic class (\$150)</li> </ul>	<ul style="list-style-type: none"> <li>Complete Master class (\$200)</li> </ul>	<ul style="list-style-type: none"> <li>Complete Elite class (\$500 tuition includes dinner and two-night stay)</li> </ul>
<b>CERTIFICATION Production</b>	<ul style="list-style-type: none"> <li>Some experience writing farm insurance recommended</li> </ul>	<ul style="list-style-type: none"> <li>In force: \$200,000 farm premium</li> </ul>	<ul style="list-style-type: none"> <li>In force: \$1 million farm premium</li> </ul>
<b>MAINTENANCE Production</b>	<ul style="list-style-type: none"> <li>In force: \$30,000 farm premium or 15 policies in force</li> <li>New sales: 5 farm policies</li> </ul>	<ul style="list-style-type: none"> <li>In force: \$200,000 farm premium</li> <li>New sales: 12 farm policies</li> </ul>	<ul style="list-style-type: none"> <li>In force: \$1 million farm premium</li> <li>New sales: 25 farm policies</li> </ul>
<b>BENEFITS Education</b>	<ul style="list-style-type: none"> <li>Continuing education credits for Basic course completion*</li> <li>Nationwide Farm Educational opportunities</li> </ul>	<ul style="list-style-type: none"> <li>CE credits for Master course completion*</li> <li>Nationwide Farm Educational opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Nationwide Farm Educational opportunities</li> <li>Full reimbursement for 1 AFIS course (one-time level benefit)</li> </ul>
<b>BENEFITS Production</b>	<ul style="list-style-type: none"> <li>Priority placement on Farm Agent Finder — Basic Certified identifier</li> </ul>	<ul style="list-style-type: none"> <li>Priority placement on Farm Agent Finder — Master Certified identifier</li> <li>Farm Service Center access at no cost (with signed contract)</li> </ul>	<ul style="list-style-type: none"> <li>Priority placement on Farm Agent Finder — Elite Certified identifier</li> <li>Assigned to associate underwriter for added convenience</li> <li>Waived fee in Basic Certification class for two staff members (one-time level benefit)</li> <li>Underwriting assistance for waiving photos</li> </ul>
<b>BENEFITS Advertising</b>	<ul style="list-style-type: none"> <li>On Your Side® Farm Certified Carhartt® jacket</li> <li>Digital assets to help you promote your Farm Certification</li> </ul>	<ul style="list-style-type: none"> <li>On Your Side® Farm Certified backpack</li> <li>Digital assets to help you promote your Farm Certification</li> </ul>	<ul style="list-style-type: none"> <li>Nationwide apparel</li> <li>Farm Certified unique gift</li> <li>Risk Management Services</li> <li>Nationwide x-frame banner</li> </ul>
<b>OPTIMIZE Education (highly recommended)</b>	<ul style="list-style-type: none"> <li>Consider taking additional Nationwide Farm training</li> </ul>	<ul style="list-style-type: none"> <li>Consider taking additional Nationwide Farm training</li> <li>Complete one farm-related course annually. Agents receive discounts for AFIS training.</li> </ul>	<ul style="list-style-type: none"> <li>Consider taking additional Nationwide Farm training</li> <li>Complete one farm-related course annually. Agents receive discounts for AFIS training.</li> </ul>
<b>OPTIMIZE Advertising (highly recommended)</b>	<ul style="list-style-type: none"> <li>One Nationwide advertisement or approved marketing sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>One Nationwide advertisement or approved marketing sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>One Nationwide advertisement or approved marketing sponsorship</li> </ul>

\* Varies by state

CONTACT US TODAY FOR MORE INFORMATION:



FarmCert@Nationwide.com



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NATIONWIDEAGRIBUSINESS.COM

Tuition and benefits for all Farm Certification levels are subject to change. Nationwide, the Nationwide N and Eagle, Nationwide is on your side and On Your Side are service marks of Nationwide Mutual Insurance Company. AgriChoice and CountryChoice are service marks of Nationwide Agribusiness Insurance Company. © 2020 Nationwide  
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