

More Controversy For Williams

Source: Agent received “Unfair Advantage” in Mercury’s new money-saving car insurance program; Competitors cry foul

THE ERA INSIDER

BRADFORD (EI) – The Bradford man who has saved 827 McKean County families an average \$413 on insurance is now under question.

A source reveals that Dan Williams, owner of *The Williams Agency* (located at 509 E Main St), was given exclusive access to Mercury Insurance’s new program, leaving many local competitors seeing red.

“I received quite a few unhappy calls from local agents about this new program. I won’t repeat what they said to me over the phone, but let’s just say it ‘wasn’t pretty,’” says Williams.

A closer look at the numbers reveals the source of the outrage.

Since Williams was awarded the exclusive program back in November, his agency has helped over 827 McKean County drivers save a combined \$341,641 per year on their car insurance.

“The program has been a godsend and has really helped out people during these tough economic times”, reports Williams, who states that 2 out of every 3 drivers who call his office (368-6980) save money.

“Some families have even saved over \$1,000 a year — with equal or better coverage. I think that’s pretty darn amazing.”

The program, which focuses on a set of 14 separate discounts, was first met with heavy skepticism from local residents.

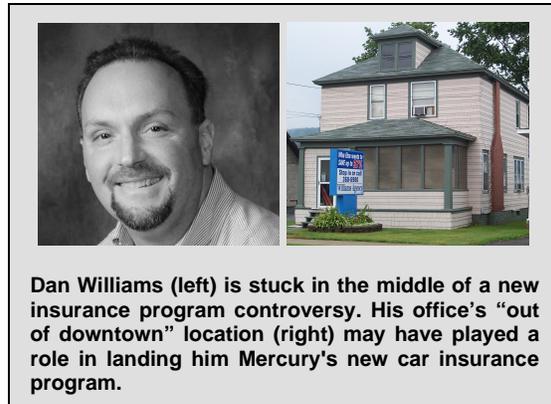
“I was skeptical, but I called and found out “it’s true”. They [The Williams Agency] saved me \$758 a year and handled everything for me. I really felt like their agent was looking out for me,” states Bradford’s K. Davis.

Williams contends that this arrangement isn’t “unfair” at all, and that it’s just good business practice on the part of the A+ rated carrier.

“Exclusive deals are seen every day all around us — just look at AT&T and iPhone, for example,” states Williams.

“I’ve dealt with Mercury for many years now and they know that a large number of McKean’s drivers already trust us with their business. Mercury simply saw this as the fastest way to spread their new money-saving policy. To me that’s just smart.”

Williams, who’s been in the insurance business since 1986, now has over 3,487 clients. He credits his agency’s success to his team’s commitment to provide the lowest rates and best service.



Dan Williams (left) is stuck in the middle of a new insurance program controversy. His office’s “out of downtown” location (right) may have played a role in landing him Mercury’s new car insurance program.

Russell’s F. Hoard recalls a recent service experience: “Jessica [one of William’s agents] was very helpful to me when I inquired about another plan that would save me money on my premiums. When I called she responded right away and even came to the house through a snowstorm. I highly recommend talking with her.”

Williams says this type of service is typical at the office.

“We’re here to serve McKean County and help some honest folk save money,” adds Williams.

“That’s why we still do business in our old, beige house outside of downtown — so we can pass on the savings to our clients.”

The agency also prides itself on offering flexible payment plans (e.g. one plan offers clients 3 months payment free), accepts dozens of payment types and are on call 24/7.

The cost-saving program is still available to all McKean County drivers for a limited time. Interested *Era* readers can request a free 5-minute quote by calling Patty at 368-6980. The agency offers same-day callbacks and handles all needed paperwork.

By The Numbers...

827

Number of drivers who signed up with Williams since November

\$413.11

The average insurance savings per McKean driver

\$341,641.97

Total combined driver savings

67%

Percentage who saved on previous insurance by calling

368-6980

Number to call for program details (Free quote available)