

# The Most HATED Man In The Insurance Business

Maverick “Insurance Broker” Dan Williams’ “*Outrageous*” Promotions Make Clients Cheer and Competitors Tremble.  
The Shocking & Amazing Insurance Story Revealed below...

**BRADFORD-** What does it take to become hated by your peers? Honesty and hard work are probably the last two things you’d think of. It’s certainly not what we had in mind when researching this area agency either.

Williams Agency’s introduction of a brand new auto insurance program in 2009 has competitors “up in arms” and customers lining up to save money. We asked agency owner Dan Williams to provide us with some evidence on his outrageous claims. Here are a few remarks from customers who felt like they’d been throwing money away... while their old agents stood by and watched.

*“I saw the articles and had to see for myself. What he’s saying is true, we ended up saving \$843 a year on our auto and home insurance for better coverage”*  
M. Wilber – Smethport

**“What he’s saying is true”**

*“I was skeptical but I called. It’s true, they saved me \$758 a year on my car insurance. They handled everything for me, I really felt like their agent was looking out for me”*

K. Davis- Bradford

Here’s the odd part, many new customers aren’t switching just for the savings, they’re getting

better coverage too. But that’s only half of the story. according to Williams....  
“It’s no secret what we’re doing at my office. We’re putting the client first. When you join this family you get our promise to always put your concerns first.” says Williams “That includes listening to the things that trouble you the most about your insurance.” We included a few more of the responses Williams received from clients recently. Apparently their promises of “over delivering” must be true according to the letters we read.  
*“I totally agree with the Williams Agency ads, he saved us \$300 a year on our auto insurance. They are such pleasant, friendly people”*  
T Smith - Port Allegany

**“Never Skimping on Coverage Just to Make a Sale”**

With money being so tight in this economy, everyone seems to be searching for answers that will help them save money they can use for other things. One family said they’ll use the extra money to pay off bills while another said she’d pay off debt that has piled up this past year.

Adds Williams “I could go on and on about this new program, but hearing what some long time clients think about our service may help you understand our ongoing commitment to our clients and their concerns”... Here’s another Williams agency client’s version of the story:  
*“When my car insurance went up, I got a call from my insurance agent telling me she found an insurance company with cheaper rates and quality service. When I got to the agency, all my paperwork was in order and ready to sign. I am very pleased with the service I get at the Williams Agency. Money saving and time saving service with a smile”*  
D Filer Shinglehouse, Pa

*“ She actually called me and had other insurance carriers for me to pick from that were less expensive. When I was with other insurance companies, never did they call me and give me names of lower insurances. It was always I who had to call and ask for help”.*  
S. & B. Mongillo Bradford

Says Williams, “We’re constantly searching for ways to help our current clients find savings and value. Sitting on our backsides just won’t work to help clients with their problems”



**Dan Williams**  
Author, Speaker, Licensed Broker  
Owner- Williams Agency

## **HATED MAN DEFENDS HIMSELF**

I’ll say it again, my business is all about the “service”. I offer service and guarantees that other agents “do not” or “will not” offer. My staff is the best in the business at serving you. It’s no surprise that other agents envy the work we do. I believe that saving money is important but I Absolutely REFUSE to ever cut corners on your coverage to save a few dollars. I appreciate your business and work hard every day to continue to earn your trust. The biggest thing you get from my agency is the confidence and assurance that comes with being part of our client family. Knowing that you will be treated fairly and honestly in every instance gives you the sense of security and trust that you’re dealing with people who care

**That’s my personal promise.**

*If you feel like your agent is standing by watching you throw money away on overpriced insurance,*

**call me at 368-6980**