

# Local agent offers auto insurance with low rates that never go up

**“THE ONLY THING BETTER THAN A LOW INITIAL RATE IS A RATE THAT STAYS LOW,” SAYS WILLIAMS AGENCY’S DAN WILLIAMS, WHO CALLS THE NEW POLICY “GREAT FOR OUR COMMUNITY”**

BRADFORD, PA – The Williams Agency on East Main Street in Bradford is offering a new auto insurance policy with rates that can’t go up.



“When it seems like the price of everything is out of control – from the supermarket to the gas pump – we just jumped at the chance to give our friends

and neighbors this specially endorsed policy that puts them in control,” said agency owner Dan Williams.

## An Amazingly Good Deal

“It’s an amazingly good deal: as long as you keep the same car, the same drivers and the same address, your premium stays the same for as long as you want, even if the company raises its rates or you have a claim.”

The rate protection program is extremely flexible. Policyholders can add or remove it at any time, depending on their plans and needs. They can also make changes in coverage, limits, deductibles or payment plans and the adjusted rates will still be protected.

## Affordable Rates That Don’t Go Up

“If I’ve learned anything in my two decades in the insurance business, it’s that people are always looking for two big things in car coverage: affordable rates and a promise that they won’t go up,” said Williams. “I’m proud to say I’ve always offered the first one and now I’ve got both!”

The new rate-protected auto policy fits right in with the Williams Agency’s long-standing slogan of “Better Insurance For Less Money” – only

now it means the “less money” can last for as long as you want.

## 20+ Years of Big Savings

Williams says he doesn’t want to seem boastful, but he notes that his agency has a 20+ year track record of adding new clients, saving them bunches of money and having them refer their friends and relatives.

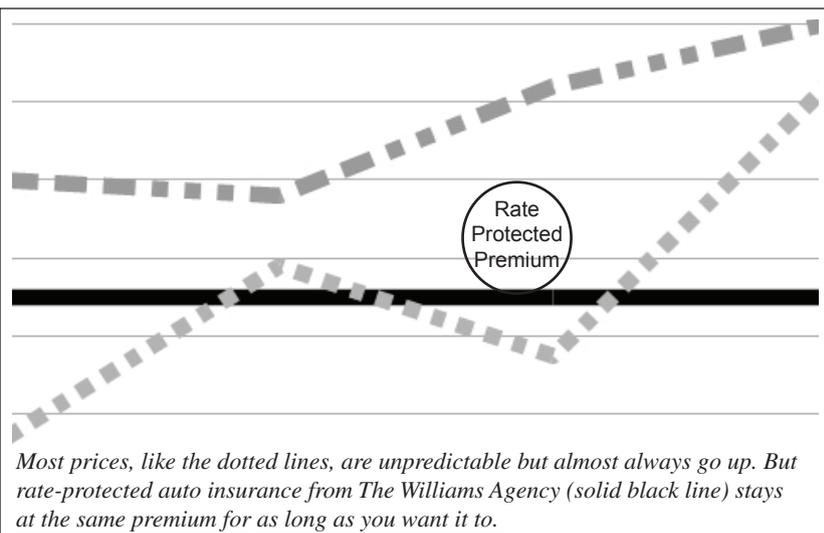
**“They saved us over \$785.00 and gave us more coverage.”**

--L. Burkett, Duke Center

Take Amy Tingley of Bradford, for example. She was thrilled by what the Williams Agency was able to do for her:

“They saved me over \$900.00 and I received more coverage.”

And there was more than a big dollar saving that made W. Wilbur of Smethport happy about his experience:



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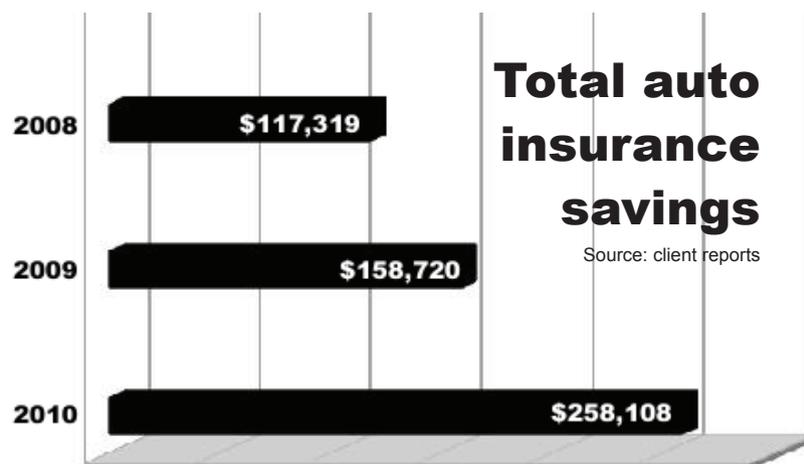
“We saved over \$800 and the ability to do everything through email is a great help.”

## Great Service - High Tech or No Tech

Even though the Williams Agency is a small office in a small community, it offers clients the choice of using the latest technology or, if they prefer, talking directly to Jessica, Jacqueline, Patricia or Debbie in the office.

However people choose to contact the Williams Agency, statistics prove they’re very likely to find big savings on their auto insurance.

The chart below shows the total amounts saved by Williams Agency clients for the last three years, compared with their previous policies.



The Williams Agency keeps track of how much money they save their clients by finding the best auto insurance deals year after year. “I’ll bet that number is going off the chart this year with our new rate-protected policies,” says Dan Williams.

“I’m convinced that a quarter million dollar total saving in 2010 is gonna look like peanuts once the smart shoppers of our community get a look at rate-protected auto insurance,” predicts Williams.

“You won’t see our ads on TV with funny talking animals. And you won’t find a one-company, one-size-fits-all policy when you call or come to our office. But you will find great rates!”

**“They saved me \$758 a year and handled everything.”**

--K. Davis, Bradford

To anyone who might say that sounds too good to be true, Dan points to a nice letter he got from K. Davis of Bradford, who said:

“I was skeptical, but I called and found out ‘it’s true’ -- they saved me \$758 a year and handled everything for me.”

## There’s Only One Way To Lose

“Low rates that stay low - how can you beat it?” asks Williams. “And don’t forget to ask about our Satisfaction Guarantee.

**“The only way you can lose out is by not calling 814-368-6980 to find out how much you can save over your present auto insurance, with the extra added comfort of knowing that your premium is guaranteed not to go up.”**