

A G E N C Y

SPOTLIGHT



**ELIZABETH
JACOBY**
SHARES HER MOTIVATION



**SUCCESS STORY:
JACK DEMPSEY**



SMART THINKING, REWARDED™



ELIZABETH JACOBY A PASSION FOR LIFE

From left, Mary Shobe, Brooke Jacoby, Lauren Preston and Chelsea Lewis, the backbone of Jacoby Insurance, stand behind Elizabeth Jacoby.

Passion, a competitive drive and faith (not necessarily in that order) have made Elizabeth Jacoby — the powerhouse behind Jacoby Insurance in Saginaw, Texas, — a success.

An American National agent since May 2011, Jacoby, who lives in Haslet, Texas with her husband, Craig, embraced those strengths and hit the ground running. In her first year, she was a Blue Vase winner and earned Chieftain Club status. In 2012, she followed that up by again earning Chieftain Club and then rising to Summit Club in 2013 and 2014. She is also a member of the prestigious Million Dollar Round Table.

Truth be told, Jacoby wasn't new to the industry — she had 13 successful

years as a life specialist before she decided the time was right to open her own business. She knew firsthand how a profitable agency worked so, before she wrote a single American National policy, she hired an assistant and a marketer while searching for an office.

"I was scared," she said about going out on her own. "I had employees counting on me and rent to pay." Part of that fear was alleviated, however, when her realtor told Jacoby she had found office space at 816 Town Court. Jacoby knew it was a sign — the number eight has significance for her.

"Eight is the number of new beginnings in the Bible and 16 is double eights," Jacoby said. "I realized it was going to be alright."

Jacoby is not shy about sharing her faith. She starts off each day reading her Bible and relies upon her belief that people are put into her life for a reason.

One example of that belief was a young couple who came to her for home insurance. She also emphasized, as she always does, the importance of obtaining life insurance. The couple was surprised when the husband was turned down — they didn't know he had a serious illness. Luckily, because he was diagnosed early, he was able to be successfully treated and get his health back on track.

For Jacoby, it reinforced what she already knew.

"You are only one phone call away from a health or life change," she said. "Death has no respect for people's plans. That is why I believe in insurance."

Guy Jones, Jacoby's MLGA, said Jacoby is the poster child for how to succeed as an agent.

"She has a great attitude. She never meets a stranger, she never lets things get her down, she cares about doing the right thing for the client, if she gets a 'no' she moves on," said Jones. "She

she just talks to more people. She wants to win."

It is that innate drive that puts Jacoby on top — an inability, Jacoby said, to "sit back." Just two years into her business, Jacoby opened a second office in Wichita Falls, managed by her daughter, Brooke Jacoby.

"I have to outdo myself. I always have to do better," she said. "It kills me to know I did better the day before or the year before."

"If you love people you will succeed. If you sell based on your need instead of theirs, you will fail."

volunteers, she joins clubs and she promotes, promotes and promotes some more."

Regional Director Dennis Popplewell couldn't agree more with Jones.

"She is an amazing person with an amazing attitude," Popplewell said of Jacoby, adding that while every insurance agent is taught the "Sales 101" rule book, Jacoby embraces it.

"We preach it to everyone — but she gets it," Popplewell said. "Her closing rate is no better than the average —

Her determination and drive is combined with a deep knowledge of the products — not just life, but every line of business American National offers, Jones said. He adds that because Jacoby talks from a place of authority her clients trust her.

"There is no question about it — she knows her stuff," Jones said. "She doesn't have a problem telling people they need the product."

That is because Jacoby considers herself an educator. She feels it is her duty to help people understand the importance and value of insurance.



Elizabeth Jacoby relaxes at her home.

She relates a personal story about being a college student, newly wed and a first time condo owner. An agent sold her and her husband condo insurance, but never once mentioned life policies. She is still

JACOBY'S BEST ADVICE

- Love people. Everyone is worthy of your time.
- Don't do it because it will benefit you, do it because it will benefit them.
- Start your day with something motivational.

indignant when she wonders why she wasn't given the option, knowing that she could never have afforded to make payments if her husband had died. She is determined that she will never put anyone in that position by failing to offer them the opportunity.

"If I can help one person make the right decision, I've done my job," she said.

That passion and belief in the product is reflected in Jacoby's production. In 2012, she earned Bronze Agent of the Year. One year later, she was named the 2013 Bronze Top Life Producer of the Year and topped that off by earning the 2013 Silver Agent of the Year. Jacoby and Popplewell both credit Jones with supporting her meteoric rise.

"She has a great manager," Popplewell. "Guy Jones mentored her. For the first year and a half she leaned hard and Guy was there."

And while every agent seeks the key to help them prosper, Jacoby willingly shares a secret that she says came straight from Jones — to succeed you must do the right thing for clients.

"If you love people you will succeed," she said. "If you sell based on your need instead of theirs, you will fail." ■