

Agency Partners Find Ways to “Chart Their Own Course”



The Frankenmuth life insurance incentive program, “Chart Your Own Course,” which allows life producers to earn travel allowances for trips of their own choosing, has helped make some special memories. Chart Your Own Course was designed as a unique program to support the unique life insurance product. The program began in 2012, and many of our Agency Partners are participating, and benefiting, from this incentive program.

Here are three stories of agents who’ve used the travel allowances from this program in very special ways.

A Magical Trip for a Busy Family

Lucas Hart of Judd Insurance is a busy father of three young children. Family time is important but can be challenging to plan. In 2014, Hart earned travel allowances through the Chart Your Own Course program to take his entire family on a Disney vacation, which included time at the Disney World parks in Orlando and a few days on one of Disney’s cruise ships. Utilizing the travel experts at Frankenmuth Travel, the company that manages the program allowances and coordinates travel for agents, Hart was able to give his family a magical vacation.

“There’s a lot involved with this kind of trip, especially when you consider the transfers from the airport, to the parks, to the cruise and back to the airport,” said Hart. “Frankenmuth Travel handled everything and even made suggestions on things we should do and see while we were there. Most of all, they recommended waiting to book our trip to watch for deals. Thanks to their research, we received a free meal plan for our time at Disney World. Their advice saved us money and time.”

Putting You in the Driver’s Seat

Flexibility is a quality most agents have to demonstrate in this industry, and as a result, it’s something they also appreciate. Mark TenHaken of Access Insurance Agencies says the flexibility and control offered through the Chart Your Own Course program are major benefits.

“It’s rare to find one trip that 25 agents are going to appreciate or be able to attend,” he said. “With four kids, we really can’t take long trips. With this program, I can use the travel allowances to arrange shorter travel experiences with my kids or even with just my wife.”

TenHaken has even used the program to fly other members of his family to see him. “Chart Your Own Course is the best incentive program I’ve been involved in because it gives the agent control. You set your own goals, and you benefit from meeting those goals.”

The Trip of a Lifetime

The Chart Your Own Course program was designed to “make memories,” and what could be more memorable than bringing your child home. Jason Verlinde of Verlinde Insurance Agency plans to use the travel allowances he’s earned to fly his entire family to China to meet and bring home his son.

“We have three adopted children from South Korea, and sometime in February or March, we will travel to China to bring home the fourth child we are adopting – a little boy,” said Verlinde. “The adoption agency gives us very little notice on when we can go, so the flights can be extremely expensive. These travel allowances will allow us to bring our other three children too, and they are really excited to meet their brother.”

Verlinde says the process for the Chart Your Own Course Program is easy and smooth, as is his entire experience with selling life insurance through FI. “It’s all about relationships, and we have a very consultative relationship with FI,” he said. “We work together to find the right policy for every customer, and the travel incentive is just a great way to reward agents who understand the value of life insurance.”

Ready to Chart YOUR Own Course? [Click here](#) for more information or contact Rich Pomeroy at (800) 234-1133 Ext. 2412 or rich.pomeroy@fmins.com to get started.