



**Fisher • Greene**  
INSURANCE AGENCY

**KEYSTONE**

# JIMMY GREENE

FISHER GREENE INSURANCE

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## FIVE YEAR GOALS FOR OUR BUSINESS

1. Grow commissions by 10 %
2. Hire new sales staff
3. Build a new office
4. Write the RSSS workers compensation policy
5. Expand a greater footprint across North Carolina

## CONTACT

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Address: 300 Statesville Blvd,  
Salisbury, NC 28144

## MARKETING NEEDS

- Attracting employees
- Reaching customers
- Website (improving)
- Print media (creating & distributing)
- Loyalty initiatives
- Community outreach
- Social media (Twitter, Instagram, Facebook, etc.)

## COMMUNICATION METHODS

Jimmy Greene would prefer to communicate with students via text.

## MEETING

Students will meet this business on Monday February 10, from 9:45-10:35 AM

Students will meet with this business a total of 3 times during this PBL.

## BUSINESS DESCRIPTION

This business is an insurance agency that provides coverage and services for many different types of clients around the community. They provide a wide range of insurance options from personal insurance coverage to health and business insurance.