

Diversified Brokerage Specialists

A Multi-Generation Agency In The Disability Insurance Business For 60 Years!

Jeffrey D. Mohr, RHU, president of Diversified Brokerage Specialists, “cut his teeth” in the disability insurance business. He is a third generation disability insurance specialist and has officially been in the business since 1985. And, he is still excited about disability insurance!

“How many life insurance products pay 15 percent renewals? If you work with professionals, business owners, groups or even individuals, selling disability insurance provides an opportunity to build an income that you will never outlive.

“For example, if you sell a multi-life disability case for 12 executives with \$5,000 disability premium each, that is \$60,000 premium. With our best DI carriers the commission would be approximately \$45,000 for the first year and \$9,000 for renewals. Plus, if you do that every year for 10 years, with new hires and automatic increases, your annual renewal income could be more than \$100,000 per year.

“Seems like a dream case, doesn’t it? Well, did you know that you can achieve the same results by selling just one disability case per month for 10 years?”

This excitement and love of the business has been the basis of this family-run brokerage general agency for 60 years!

Even before the early days of term life and impaired risk brokerage agencies, there was W.R. Dignan Associates, Inc., Disability Income Specialists.

William R. (Bill) Dignan, Jeff Mohr’s maternal grandfather, was a self-made man. He had no siblings; and when his father died suddenly with no life insurance, he had to quit school at the age of 13 and go to work to help his mother financially—just to survive. Another true life story attesting to the need for life insurance and a big motivation for Bill entering the insurance business and taking it so seriously. (His wife lived very well for many years after Bill’s death—he did practice what he preached.)



William R. Dignan

In 1934 he began selling insurance and joined the W.E. Lord Company, eventually becoming agency manager.

By the late 1940s he had founded W.R. Dignan Associates, which was exclusively established for the use of agents who sought sales assistance for all types of accident and health insurance.

Those were the days when the majority of companies had a captive field force, but not all companies had disability insurance in their portfolios. Thus, agents would come to Bill to fill the need their carriers could not.

Bill was an industry innovator. Among his many accomplishments was negotiating with companies and reinsurers to offer the first lifetime sickness benefit. American Casualty’s “DA47”—named after Dignan Associates—became a big seller nationally.

In 1954 Dignan Associates introduced the concept of key man disability—the DAK policy was the forerunner of group long term disability. The next year, after noticing that the IRS code allowed a business deduction for insurance plans offering to reimburse business expenses, Bill and Milt Rappaport, a Cincinnati accountant, developed the first business overhead expense disability policy.

Dignan Associates also wrote the first association group plan offering business overhead expense protection to professionals (Cincinnati Dental Society) as well as the first group long term disability policy in Cincinnati (Emery Industries).

Jeff Mohr said his grandfather also committed time to be involved in industry organizations. He served as president of the Ohio Association of Accident and Health Underwriters, held the same post for the Cincinnati Association, and was on the board of directors of the International Association of A&H Underwriters.

Bill was a man of varied interests. He loved golf, was an accomplished musician (banjo and accordion), artist and actor. He also enjoyed traveling and photography. He was a devoted husband and father of two daughters who chose not to make insurance their careers.

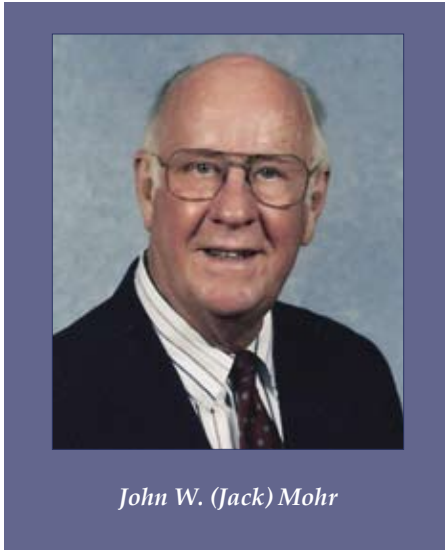
The Next Generation

The second generation of the business was well-represented by John W. (Jack) Mohr, who was a decorated veteran of the Korean War (Purple Heart). Upon returning home from the war, he married Bill Dignan's daughter Joan and began a career at Proctor and Gamble. In 1956 his father-in-law invited him to join the agency.

Jack took over the operation a few years later, and Bill Dignan remained in the business until 1971, when he had a fatal heart attack.

After receiving the CLU designation, Jack became active in the Cincinnati chapter, eventually serving as president. He was a member of the Cincinnati Association of Health Underwriters.

For many years Dignan Associates operated primarily as an independent Union Mutual shop. Then came the "Halloween Day Massacre," when all agencies contracted with Union Mutual received a 60-day



John W. (Jack) Mohr

termination notice due to the fact that the company was going to demutualize.

Fortunately Jack Mohr had had the foresight to start Diversified Brokerage Specialists in the early 1980s, marketing Maccabees Mutual disability insurance and universal life.

Generation Three

In 1985 Jeffrey Dignan (Jeff) Mohr joined his father in the family business and shortly thereafter became president. A 1982 graduate from the University of Cincinnati, Jeff had a double major—information systems and insurance. He began his career as a



Jeffrey Dignan (Jeff) Mohr

computer programmer for Meade Paper Company; but as his father neared retirement, the "insurance blood began boiling in his veins."

Initially he used his computer skills to automate the agency, developing an agency management system that is still used today at Diversified Brokerage Specialists. Next he began developing the agency's relationship with Maccabees Mutual sales. Between 1985 and 1996, the agency was among the top 10 and many times top 5 largest producers nationally for Maccabees, selling a quantity of return of premium disability. In fact, to date Diversified's business has returned more than \$8 million of return of premium refunds to policyholders.

In 1991 Jack Mohr retired, and today he and Joan live in Minneapolis, MN, near their daughter Jenni and her family. By the way, he is still receiving DI renewals from W.R. Dignan Associates today!

As many know, the bottom dropped out of the disability business in the late 1990s and many companies exited the market. Diversified Brokerage Specialists took the opportunity to expand its life insurance business—first with Kemper Life and then expanding further with First Colony Life. Today Diversified Brokerage Specialists is a full-service life, disability, long term care and annuity brokerage agency.

Jeff, whose first love is still the disability business, says, "Life insurance producers are plentiful. If you want to set yourself apart, sell a product that actually pays your client in their greatest time of need, as opposed to paying their beneficiaries. For this reason, I assure you that if you sell a client DI or LTC insurance, you can get the life insurance next."

Diversified Brokerage Specialists is a member of the National Association of Independent Life Brokerage Agencies, the National Association of Insurance and Financial Advisors, as well as the Cincinnati Association of Insurance and Financial Advisors, the International DI Society, The Marketing Alliance, and The Plus Group.

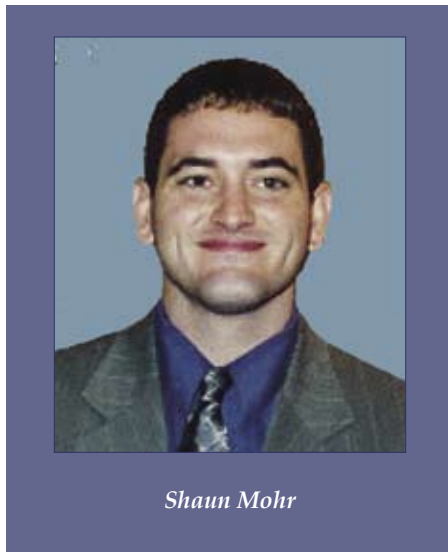
Jeff is past president of the Greater Cincinnati Association of Health Underwriters and he has served on several agents' advisory councils for such companies as Kemper, Maccabees and Illinois Mutual.

Diversified Brokerage Specialists is

endorsed by both the Cincinnati Dental Society, Cincinnati Medical Association, the Ohio State Bar, and the Florida Dental Society, among others.

In 2003 Diversified Brokerage Specialists bought the Felton-McCrary Agency in Orlando, FL, and Mary Beth Johnson stayed on to manage that office. Diversified has a staff of 18 in the Cincinnati office, with very experienced sales managers heading up the DI, life, annuity and LTC departments.

Jeff and the staff at Diversified Brokerage Specialists believe educating producers is one of the most important roles for a brokerage agency. The agency holds monthly training webinars as well as individual training. Jeff will be the host of the Annual Cincinnati DI Day, which is scheduled May 8th.



Shaun Mohr

The Fourth Generation

Shaun Mohr, one of Jeff's three sons (who shares the same birthdate as his great

grandfather), has recently rejoined the company. After college he began working in the

family business, but decided to pursue a different career path. But, once again, that "insurance blood" brought him back into the business. A new father of twin daughters, Shaun says, "Who knows, a female may be leading Diversified Brokerage in the fifth generation!"

Do the Right Thing

According to Jeff Mohr, "Bill Dignan's business motto of 'Do the right thing for the client and the money will follow' is still practiced by the staff and brokers of Diversified Brokerage Specialists!"

"I truly believe that the best remaining free enterprise in which to earn a living today is the insurance business."

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THE KEY TO LONG TERM SUCCESS, BUILD YOUR RENEWALS!

Life insurance producers are plentiful. Do you want to set yourself apart? How about selling a product that actually pays your client in their greatest time of need? Enter the Disability Income producer. I can assure you that if you sell a client DI or LTC you can get the life insurance next.

For over 60 years we have been marketing disability insurance and we see this happen every day. Our office created and sold the very first "Business Overhead Expense Disability Plan" ever in 1955! BOE is today the second most popular DI sale in America. We understand business and know how to market and sell disability, long term care, life insurance and annuities. You won't find a brokerage with a better reputation, more experience, quality products, companies, staff, sales ideas or compensation.

How many life insurance products pay 15% renewals? If you work with professionals, business owners, groups or even individuals, here is an opportunity for you to build an income that you will never out live.

WHETHER YOU ARE WORKING THE HIGH END OR THE AVERAGE JOE MARKET, WE CAN TRAIN YOU HOW TO SELL AND MAKE DISABILITY INSURANCE AFFORDABLE FOR ANYONE! DISABILITY INSURANCE IS TRULY THE MOST VALUABLE INSURANCE YOUR CLIENT WILL EVER OWN!

Diversified Brokerage Specialists holds monthly training webinars and individual training. This years DI Day® in Cincinnati, OH is scheduled for May 8, 2008. Call or go to our website for complete details.

WE CAN MAKE SELLING INSURANCE EASY! CALL DIVERSIFIED BROKERAGE SPECIALISTS TODAY AND GET STARTED BUILDING YOUR FUTURE RENEWALS!



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