

Congratulations 2011 winners!

**MORE IS BETTER RIGHT? SO INSTEAD OF 1 GRAND PRIZE WE WILL HAVE 2 in 2012, ONE EVERY 6 MONTHS**

**\*\* Just tell your referrals to call 1-888-PA-CARS-0 we'll do the rest \*\***

Lanzo, Lutz & Associates **1<sup>st</sup> GRAND PRIZE the NEW KINDLE FIRE!!!**



# “Just Keep Talking” 2012 Referral Program

Thank you for another **RECORD year!** We received many Testimonials from our clients thanking us for saving them money, time, and for answering their insurance questions. We have work to do, 83% of the public are still improperly insured.

Naturally, we want to grow – but only with the right kind of clients. **Clients like you!!!**

Our best new clients call us because you recommend us, so ... we LOVE it when you **“Just Keep Talking”** about the special treatment, the low prices, and the professional service you receive!!!

Now, we want to add a little **MORE FUN to the process!** We will make YOU A WINNER when you **tell a friend, relative or colleague to call us at 1-888-PA-CARS-0** or visit us at [www.lanzolutzins.com](http://www.lanzolutzins.com). NO PURCHASE NECESSARY, EVER! We could give our advertising dollars to newspapers, ad agencies, etc., **but we'd rather give it to you**, because... YOU are the best advertising we can get! **ASK FOR OUR BUSINESS CARD PUT YOUR NAME ON THE BACK!!!**



## 1 Referral can get You – 14 Chances to WIN!

**1st  
Chance**

**Tell a friend, a colleague, a relative, an acquaintance...** about us. When they contact us and tell us you sent them, you are entered (don't worry we ask and no purchase is necessary):

YOU WIN:

- ◆ 1<sup>st</sup> time a gold coin, 2<sup>nd</sup> a \$10 gas card, 3<sup>rd</sup> a surprise gift – guaranteed and
- ◆ **12 Chances** to win a \$25 gift card to a restaurant (awarded each month) AND
- ◆ A Chance to win 2 Grand Prizes, the 1<sup>st</sup> a **NEW KINDLE FIRE! 2<sup>nd</sup> ???**

**2nd  
Chance**

The first week of each month we draw from all of the names entered, a winner. And you stay in the drawing until the very end so you could win month after month...

- ◆ THE WINNER **will receive a \$25 gift card** for a restaurant like Olive Garden!

**2 Grand  
Prizes!**

On July 3rd, 2012 we will draw the FIRST GRAND PRIZE WINNER for the Kindle Fire and announce what our second Grand Prize will be for 2012. We will draw for the 2<sup>nd</sup> Winner just after January 1<sup>st</sup>, after all entries are in. **ANY SUGGESTIONS ON THE 2<sup>nd</sup> PRIZE???**



### Lanzo, Lutz & Associates “Just Keep Talking!” 2012 Program Rules:

- There is **no limit on the number of times** you can be entered into our drawings. Odds of winning a prize are excellent; they are entirely dependent on the quantity of qualified referrals we receive during the contest period. In 2011 it was approx. 13 out of 67.
- This contest and the prizes provided are open to any human being on the planet over 18 years of age that refer someone for a quote.
- **You do NOT have to be a client** to receive your gift card or to be entered for a chance to win any of our drawings. You do NOT have to be present at the drawings to win. We do ask that you pick up the prize within 10 days, in order to take a picture of you, our winner! Employees and family members of Lanzo, Lutz are not eligible to enter.
- The **people you refer do NOT have to buy anything** for your name to be entered in our drawings. **Winners must allow us to use their name upon winning.**
- We are not responsible if the law says you can't win for any reason and we may have to report your winnings over \$600 to the IRS.
- We may have to substitute another prize of equal value should this one get damaged in shipping or is discontinued by the manufacturer. **Congratulations to our 2011, 50” Samsung Plasma 3D HDTV Winner, Bonnie Kampas of Deer Lakes. .**
- **Congratulations to all our other winners, we gave away over \$2,067.99 in gift cards, prizes and gold coins to our fans. Be NEXT!**

**Looking forward to you winning in 2012! WE APPRECIATE YOU!!!**

**My Referrals**

1

2

3

4

5

**Keep Score  
With Us!**