



BREWING BOLDER BUSINESS

Appreciation Financial is making sure teachers across America have a secure retirement. CEO Terry Kennedy is working to grow his team to 10,000 agents nationwide.

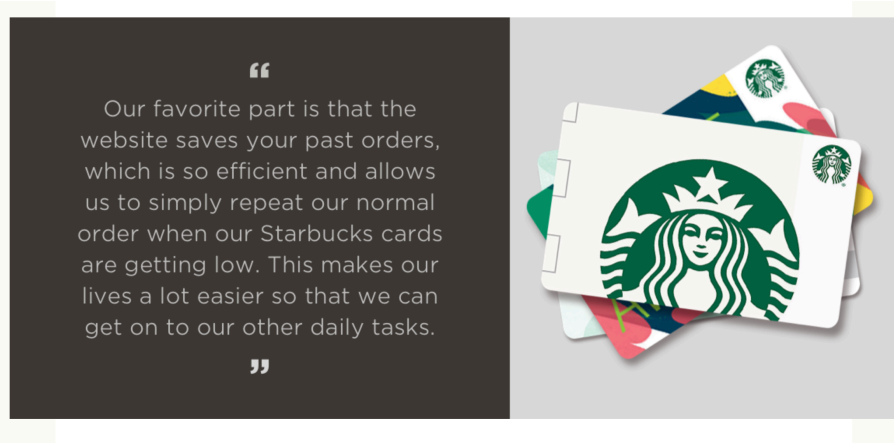
Appreciation Financial was started with the goal of protecting overworked and underpaid public employees, especially teachers. They noticed that teachers often had rocky retirements, experienced volatility in their careers during battles between their unions and school districts, and even were falling victim to bad financial advice that didn't take their unique position into consideration. By offering a specialist solution that avoids risky market investments, provides stable returns in retirement, and lasts for their lifetime, they're giving educators the peace of mind they deserve.

"Our clients are public servants. They are educating our future leaders, pushing through government red tape to get the best outcomes possible for their communities, and even saving lives. I have a service-driven life mission to help the helpers. It feels great to help these amazing individuals protect their future and families."

CEO Terry Kennedy

Despite their mission, the biggest challenge they faced was getting access to the schools and being recognized as a partner to the schools they serve, rather than just a company who wants their business. Their big idea—a referral program that could multiply the benefit of each of their hard-won meetings.

Teachers who enjoyed the service would pass their information to peers at the school, and the company returned the favor by surprising them with a \$5 Starbucks card to say “thank you for the referral!” By showing a little appreciation, Appreciation Financial’s business started booming. It was such a success that Terry actually met his wife, Amanda, at a Teacher Appreciation event where he was handing out Starbucks cards.



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Our favorite part is that the website saves your past orders, which is so efficient and allows us to simply repeat our normal order when our Starbucks cards are getting low. This makes our lives a lot easier so that we can get on to our other daily tasks.

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