



The James Judson Agency, Farmers Insurance
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TAKE FIVE TO MEET CHAMBER MEMBER

*The James Judson
Agency, Farmers Insurance*

1. Can you please give us a summary of your personal background?

I grew up in Colorado and New Mexico ranch country and was the only kid at college with his own saddle in the dorm room. After leaving home and graduating from college and seminary, I spent 13 years as a parish pastor before deciding I needed to pursue financial stability for my family by other means. I became a Farmers Agent through the Farmers Protégé Agent Program.

2. What is it about your business that is unique or special? What separates you from your competitors.

I bring both my ranch country upbringing and my years of experience as a pastor into how I care for my customers. I make it my goal to take care of my customers better than anyone else and my pastoral touch makes a difference in that. We are also a bi-lingual agency.

3. In general, how is demand for your product or service?

Insurance is always a demand and Farmers, as one of the largest insurance companies in the country has the resources to meet customer needs.

4. How long has your firm been in business and why are you operating in the Salina region?

I started the Farmers Protégé Program in February 2019 under the mentorship of Matt DeLong in Great Bend and met the goals and requirements of the year long program in about seven months. After transitioning out of the Protégé Program, the James Judson Agency officially opened its doors on December 2, 2019. I am excited to do business in Salina. We decided to open the agency here because of the reasonable cost of living and the economic opportunities that the city presents.

5. What are some of the plans you have for the future of your business?

Eventually I would like to bring in a second producer, possibly my oldest son, so that we can have a specialist for personal lines of business and a specialist for commercial lines of business.

