

Payoff Protector® Script

VISUAL: Open on State Farm Bank® Logo over red. 4-note sonic brand.

JUSTIN: How you guys doing?

ATTENDEES: Doing good.

JUSTIN: Looking to buy a new car soon?

ATTENDEES: Yes.

JUSTIN: Have you thought about how you're going to finance it?

ATTENDEES: Yes.

JUSTIN: How?

ATTENDEE: Through the dealership.

JUSTIN: I gotta say, you really should consider State Farm Bank®. Every State Farm Bank® vehicle loan comes with Payoff Protector®. I'm sure you've heard of Payoff Protector®. You've not heard of Payoff Protector®?

ATTENDEE: No.

JUSTIN: I'll explain. Do you happen to have a small leather coin purse?

ATTENDEE: No.

JUSTIN: I'll use mine. We'll get to this in a second. Let's say you want to buy a new car.

This one. It costs eleven bucks. Do you have a dollar to use as a down-payment?

ATTENDEE: Yes.

JUSTIN: Okay. Take your dollar and put it inside, Payoff Protector®. Nothing in there yet.

Now there is. Hold onto that. Fantastic! You just bought a new car. Woo! What a sweet ride. Let's say you've owned for a few months and one day you're just riding along, minding your own business. And then all of a sudden...

JUSTIN: ...that happens. Boom! Nobody is hurt. Bad news, you still owe me ten bucks.

And that car is worthless. Good news is every State Farm Bank® vehicle loan comes with Payoff Protector®. If your car is wrecked or stolen, and the insurance settlement doesn't pay the unpaid principal balance due on the loan, Payoff Protector® might.

ATTENDEE: Cool.

JUSTIN: Check the inside. Reach inside.

ATTENDEE: Oh my God! Ten bucks, and the dollar bill.

JUSTIN: I'll take the ten bucks. You get your dollar back. And we're even. Why don't you talk to Brian, he's a State Farm agent? He can help car-buying go right.

JUSTIN: Anyone want to buy a car? Only a dollar.

CARD: Here to help car-buying go right.

CARD: Here to help life go right.®

CARD: State Farm Bank® Logo with 4-note sonic brand and Payoff Protector® disclaimer.