How to Make Money Towing By Partnering With Top Insurance Companies
It’s an exciting time to start a towing business and the quickest way to get started is to partner with some of the top insurance companies to provide service to their customers.

Insurance companies make money by selling motorists roadside assistance and since most of them don’t own any tow trucks of their own they’re always on the lookout for help. When you understand what it is they’re looking for in a towing partner and are able to speak their language you’ll be better able to provide your services to more of them and make more money.

By now you have an understanding of how each party involved stands to benefit from the transaction, so this report will show you how to make partnering with Insurance Companies work for you.
Below is a three-step strategy to take advantage of the best that Insurance Companies have to offer

**Step 1:**

**Sign up with every Roadside Assistance Company out there**

That’s right. Go ahead and do it.

Contact every Insurance company that offers Roadside Assistance.

Go on-line and fill out the service provider applications forms or email them, or you can simply call them. Tell them you want to become a service provider, or vendor. Do this for each and every one.
They’ll ask you to provide information about your trucks and request that you to send them a certificate of insurance.

Some will also ask that you state your rates on the application. It’s okay to do this because you’re not signing a contract with them at this point.

*Links to the insurance companies have been provided on the next page.*
Click on the links below
For applications to many of the top
Roadside Assistance Companies
Operating in the United States today

- Coach-Net: 800-285-4977
- Auto Help Line: 800-221-8062
- Agero: 800-541-2262
- ALL: 800-227-2273
- AAA: 800-822-3815

- Allstate Motor Club: 800-582-6626
- Auto Knight Motor Club: 800-451-0459
- Road America: 800-226-6210
- USAC: 800-254-3238
- Quest Roadside Services: 800-349-9766

- National Independent Services: 650-294-7000
- Geico: 800-424-3426
- NSD: 888-843-5873
- FleetNet: 704-435-3397
Step 2:

Become a Non-Contracted Provider

Don’t sign a contract with a Roadside Assistance Provider unless you’re only agreeing to provide service and maintain insurance. And don’t agree to lower your rates.

A non-contracted provider is a tower that Roadside Assistance Providers will call if they don’t have a contracted provider in the area, which means that if they call you, you’ll be able to charge your regular rates.

Be warned, though. You may get some flak when you sign up if you tell them you don’t want to be a contracted provider. They’re getting wise to this tactic. The area representative or whoever takes your information may suggest that you won’t be called without agreed-upon rates. If that happens, just provide the rates you know any cash-paying customer would pay.
And know this…Because, sometimes Roadside Assistance dispatchers leave out specific, necessary, information you might find yourself spending extra time, fuel and energy hunting down your customer. To cover this, you may want to, slightly, increase your rates.

And, if you can get away with it and still be on Insurance Company’s list of non-contracted towers, don’t sign a contract.

I know many towers who do very well working for Insurance Companies this way.
Step 3:

Become a contracted provider

I know it sounds like I’m going against what I just said in step 2, but this is a way that you can still win if you choose to become a contracted provider.

You’ll want to do it in one of two ways.

First — become a contracted provider only if you’re guaranteed to get your rates. These will be the same or higher than you’d charge a cash-paying customer. The reason your rates may be higher is related to what you learned in step 2…Collecting your due from the Insurance Companies after you’ve provided services will inevitably entail another set of challenges, so be sure to adjust your rates upward so you’re properly compensated for the extra time involved in submitting invoices for payment.

And, so you know what you’re getting into with this method, signing a contract without giving any concessions
with regard to price may not help you get to the top of the Roadside Assistance list. Remember that those at the top have had to give so much. You’ll have to determine for yourself if it’s really worth it.

Second— become a contracted provider by agreeing to lower your rates....**And cherry-pick the calls**…Lower your rates only slightly, so you can still make a decent profit, and accept only those calls you want to run; calls that are profitable. You must do what’s in your company’s best interest and taking a call that doesn’t pay goes against that. So know your numbers and only run calls that allow you to win.

If you follow the strategies outlined here you’ll be participating on your own terms, you’ll work only for the Insurance Companies that appreciate your efforts and the value you provide, but most importantly you’ll be able to profit on each and every call you run.