



# BizSnaps

A Snapshot look at local businesses

**Jaysen A. Jorgensen, Owner**  
**State Farm Insurance**  
1327 N. Wright Road  
Across from Fagan Chevrolet  
608-756-9208

**Office Hours: 9am-7pm M-Thurs. 9am-5pm Fri**  
**Saturday - By appointment**



**When was the business started?** January 1, 2008

**Describe your products/services:** Insurance and financial services; for example, auto, home, life and health insurance. Also, banking (auto and home loans, refinancing, savings and checking). Retirement planning, investing, and college savings.

**What do you do, product, service, or philosophy, which differentiates you from your competitors?**

Our vision as an agency is to be known for caring about everyone's life and sharing in both their joy and struggles. We will listen to everyone, treat them fairly, be honest and provide service to protect what you care about most. Our goal as an agency is to be available to answer any questions and provide suggestions to protect against financial struggles and loss.

**How did you get interested and/or started in the business?** I have been involved in non-profit, financial and retail organizations. I feel being an agent gives me the opportunity to do what I love the most, and that is being a part of the community I live in and building relationships with everyone I have the pleasure of coming in contact with.

**What kind of training or background do you have?** I have been in management for the past ten years, I have a degree from the University of Wisconsin-La Crosse, I have been a State Farm Policyholder for the past ten years, and I have spent the last six months training on the systems of State Farm.

**What have you learned from this business?** It is not all about selling a policy. Being in this business is all about what is important to the client. Insurance takes time; it is a process. As everyone's life changes, so do your needs.

**What are your future plans for your business?** Continue to grow in the community. Our success will be measured on our impact on Janesville and the surrounding communities.

**What or who has had the most influence in the way you do business?** My parents have been the biggest influence on the way I do business. They both have been involved in non-profit organizations for most of their lives. They taught me the importance of taking care of people, being honest with them and going out of my way to help in any way I can to impact their lives in a positive way. That is what they have done for me throughout my life, and it is how I conduct myself each and every day.

**Do you have a favorite saying that applies to your business?** "Like a good neighbor, State Farm is there". Seems silly but it's true; our goal is to be there for the individuals and families of this community.

**What do you find most rewarding about this type of work?** Being able to help individuals and families recover from tragedy, plan for the future and succeed in life.

**What type of customers use your products/services?** Anyone can utilize our products and services. We offer over 90 products to fit each of your individual and business needs.

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