



Ronnie Minnick
Bail Bond Education
1999 - Present



The Professional Bail Bondsman 2024

Arkansas Surety Bonds Statewide

- **2005.....76,760.....Agents 530**
 - **2010.....69,999.....Agents 500**
 - **2016.....61,263.....Agents 500**
 - **2018.....57,936**
 - **2020.....55,562**
 - **2021.....45,000**
 - **2022.....42,000.....Agents 411**
 - **2023.....Agents 392**
 - **2024.....31,000.....Agents 394**

 - **Crime dramatically Up !**
 - **Surety Bail Bonds lowest level in history**
 - **FTA Rates 2.6% / Justice for Victims**
 - **Pre-Trial Release Options Up**
 - **OR / Sheriff Bond / Cash Only**
 - **FTA Rates 75% or more**
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The Bail Bond Licensee / Professional

- The commercial bail bond business is somewhat mysterious and greatly misunderstood by the general public who already have a misconception (bad one) about the bail bond business and are skeptical of an industry that continues to perpetuates its rumors and negativity. The solution is to make the bail bond agent a genuine bail bond professional.

What is a Professional: To most people a professional means working and behaving in such a way that **others think of them as competent, reliable and respectful**. What are the six traits of a professional:

Appearance, Proper Dress: If you are going to be a professional, look like a professional, look the part. You are initially judged by your appearance. Looks matter ! Perception is reality. The idea that appearance might be so influential can be evidenced by the dollars spent each election year on the candidates in front of television cameras and public audiences.

I once heard a Sheriff make reference to a remark made by one of his hired minimum wage help stating that a particular “bail bond agent does not know what he was doing”. Why the Sheriff asked ? “Because of the way he was dressed, shorts and flip flops”.

Competence: “Appearance” gets you to “looking competent”. “You look like you know what you are doing.” Competence: The ability to do something successfully or efficiently. These are traits learned from proper education (knowledge) and experience (skill).

Credibility: Appearance, Competence gets you to Credibility, having the expertise and information that one can believe to be true. Credibility leads to having the ability to influence others or impact you have on others.

Appearance, Competence, Credibility, equals a person worthy of having influence on others and demanding a known and **recognizable presence within the local community** as an ambassador for his industry (and a change in the misperception of bail bond agents)
