



2024 CARRIER MEETING



**TRUSTED CHOICE PROVIDES BIG "I" MEMBERS
WITH FREE MARKETING RESOURCES**



- **SOCIAL MEDIA RESOURCES**
- **MARKETING AND ADVERTISING MATERIALS**
- **REIMBURSEMENT PROGRAM**
- **WEBSITE ANALYSIS**
- **TOOKITS AND GUIDES**



WHAT AGENTS ARE SAYING

"I HAVE ALREADY STARTED RECOMMENDING TC TO INSURANCE PROFESSIONALS ON FACEBOOK INSURANCE PAGES. MY EXPERIENCE WITH TC TO THIS POINT HAS BEEN A GAME CHANGER FOR MY START UP AGENCY!"

Diana Green
Soteria Ins, SC

March 2024





**TRUSTED CHOICE HAS ALSO BEEN A
NATIONALLY ADVERTISED CONSUMER BRAND
FOR 20+ YEARS**



900 M+

CONSUMER IMPRESSIONS



THE DESIGNER'S GUIDE TO
**MARKETING
AND PRICING**

how to win clients and what to charge them

Ilise Benun and Peleg Top
founders of Marketing Mentor.com

Steve Curtin



2024 PROGRAM HIGHLIGHTS

Marketing
Strategy

Digital Performance Hub

80%

have made website improvements

4,000+

agencies reviewed

4.5/5

star rating

Site Review

www.insurancesite.com

Latest Report: June 6, 2024

DOWNLOAD PDF

Report Score



+12 From Last Report 

Report Highlights

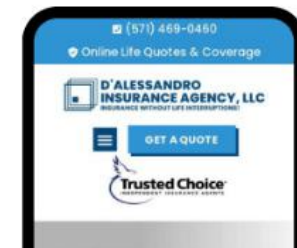
Performance Over Time



Mobile Friendliness



This webpage is super optimized for Mobile Visitors.

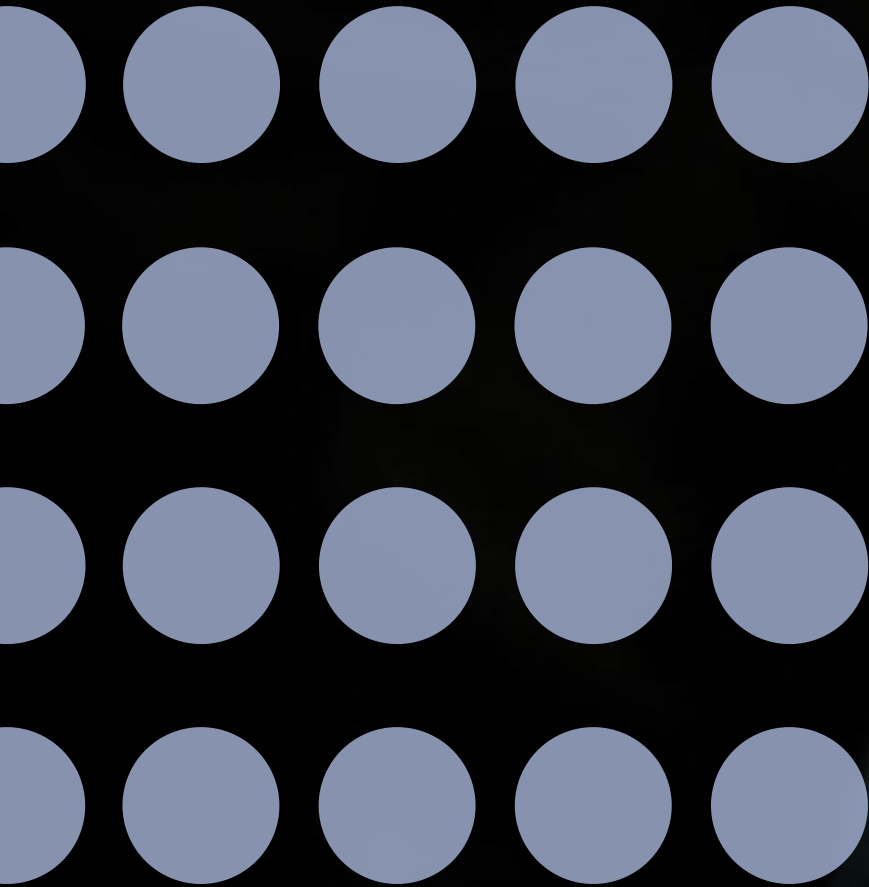


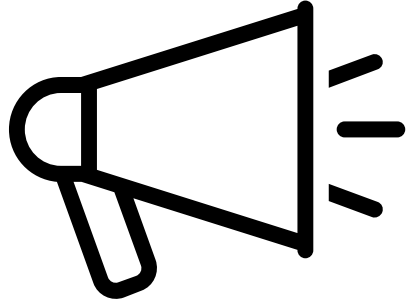
Additional Reports:

- **Style and UX Report**
- **Social Media Analysis**



SOCIAL MEDIA RESOURCES





Social media continues to be an important marketing activity. Marketing budgets for 2024 are on par with 2022 and, as in 2022, social media and digital marketing and agency website development are the most important marketing activities.

As many as 56% select social media as a top activity, compared to 62% in 2022, while the use of more traditional forms of advertising, such as print and direct mail remains low.

Agencies most often rely on Facebook, LinkedIn and Instagram and social media is primarily used to build the agency's brand (87%) and attract new prospects (79%).

Content to Share

Accessed by

14k

40% of people who renovated their home didn't contact their insurance agent to make sure their policy reflects their home's value.

SOURCE: MCGRAW-HILL

Trusted Choice

DOES RENTERS INSURANCE COVER FLOODING?

No, renters insurance does not cover damage caused by floods.

Trusted Choice

70% of homeowners have plans to improve their homes over the next year.

SOURCE: MCGRAW-HILL

Trusted Choice

What is Commercial Vehicle Insurance?

Commercial Vehicle Insurance can provide protection against both property damage and liability for any vehicle designated for business use.

Trusted Choice

Are there Different Types of Life Insurance?

Yes, there are three different types of life insurance:

- ✓ Universal life insurance
- ✓ Whole life insurance
- ✓ Term life insurance

Trusted Choice

Do I Need Additional Coverage for My Home Business?

Yes, you might if you keep certain quantities of merchandise and equipment in your home.

Talk to a Trusted Choice Independent Agent today to find out if you're covered.

Trusted Choice



WHAT AGENTS ARE SAYING

"OUR AGENCY WAS ONLY USING SOCIAL MEDIA PLATFORMS ABOUT 25% OF THE TIME. ONCE WE FOUND CONTENT TO SHARE, WE WERE ABLE TO INCORPORATE MORE POSTS ON OUR PLATFORMS."

Kirsten Dick
Dick Ins Agency, MA

Dec 2023



Set Your Social Media to **Autopilot**



Automate 12 months
of social posts with
just a few clicks

Social JAZZ

Set Your Social Media to **Autopilot**



70% conversion rate

Free trial to paid subscriber

Social

JAZZ





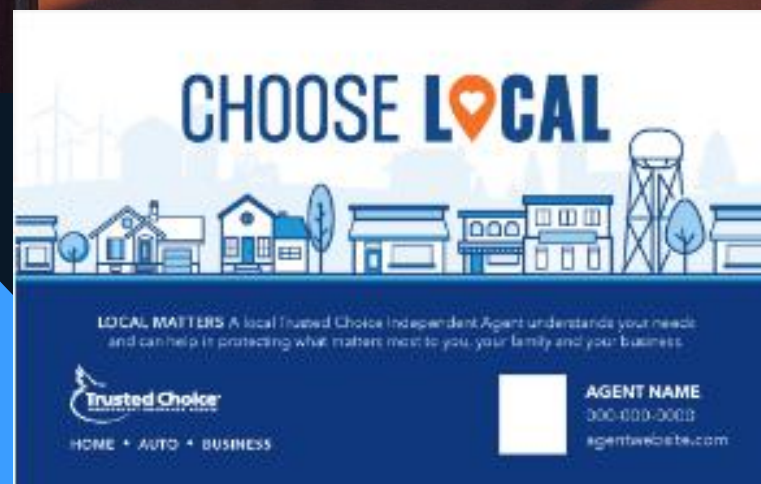
MARKETING CAMPAIGNS

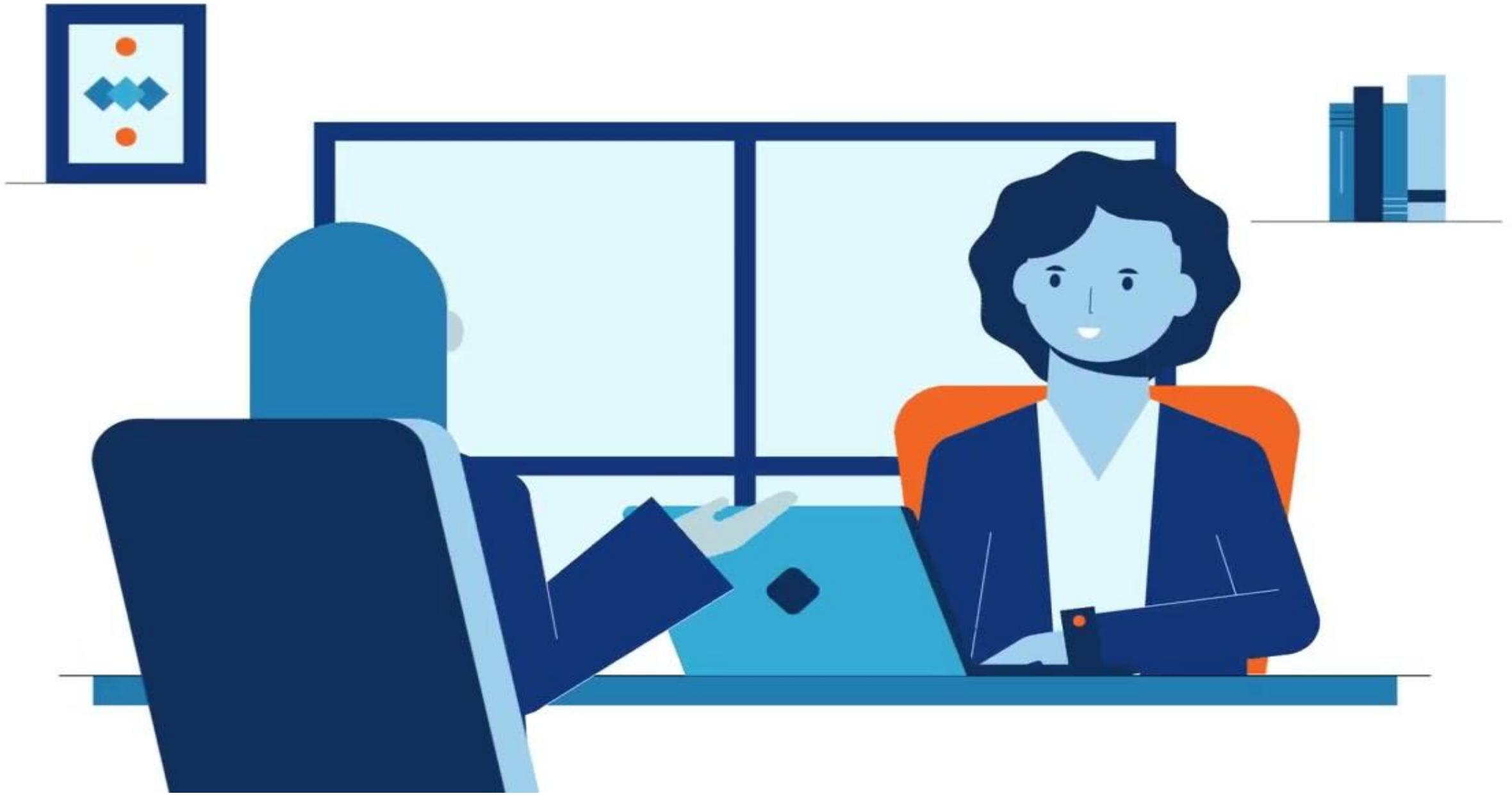


"Choose Local" Campaign

- Free Window Cling
- Print Ads
- Digital Ads
- Social Graphics

Used by 350+ agencies





Top Campaign: "Insurance Explained"

Expanded to feature 25+ videos

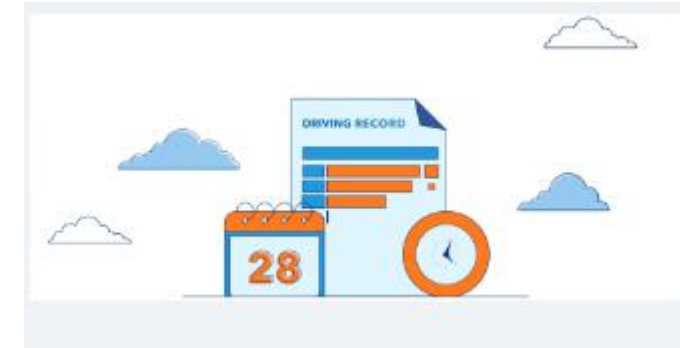
Stat - 60% since 2022, 1700+ requests



Hard Market



AirBnB



Personal vs Commercial Auto



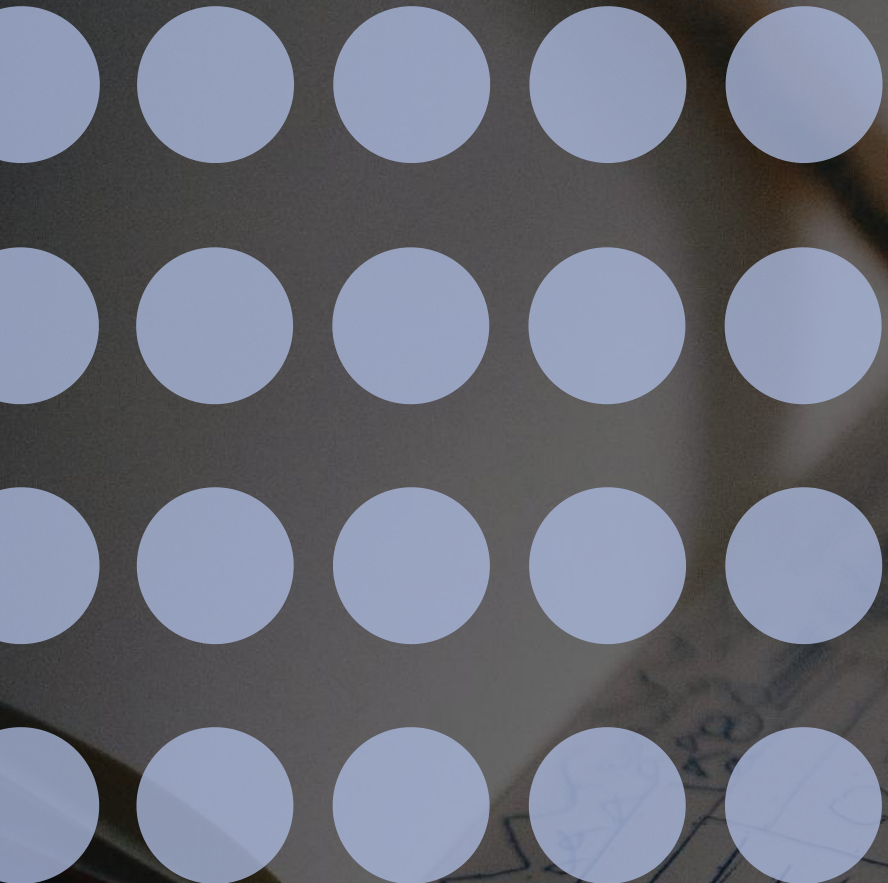
D&O Insurance



Professional Liability

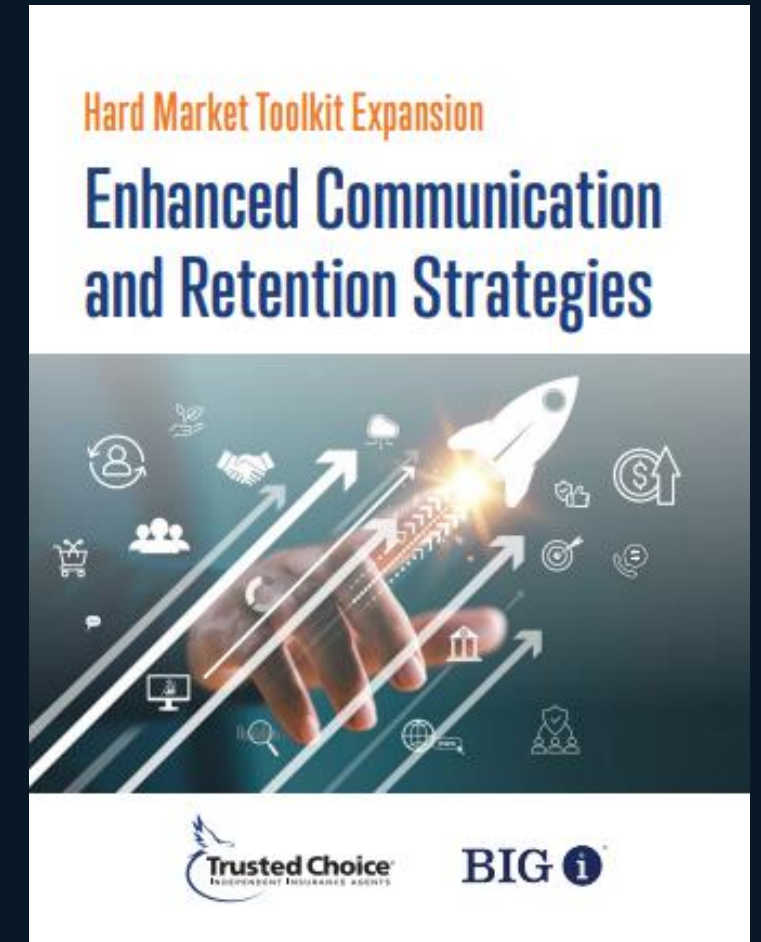
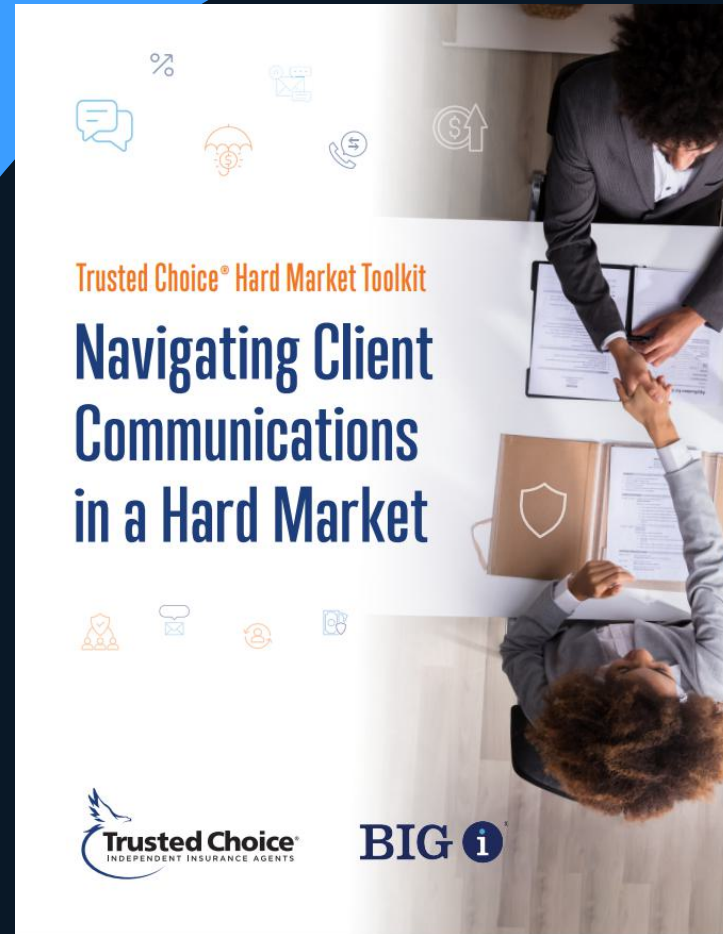


Renters Insurance



TOOLKITS & GUIDES

Hard Market Toolkits (2023 + 2024)



Accessed by

10K +

Agents

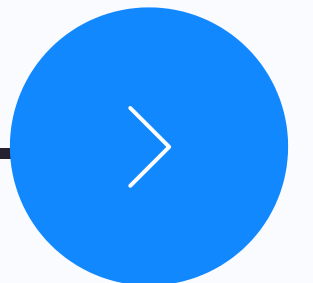


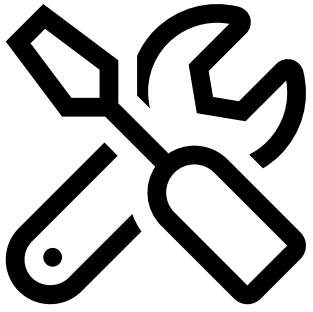
WHAT AGENTS ARE SAYING

"I DOWNLOADED THE HARD MARKET TOOLKIT FOR MY STAFF AFTER THEY HAD ATTENDED A WEBINAR WHERE IT WAS ADVERTISED. GREAT TOOL AND HELPFUL FOR OUR YOUNG STAFF AND OUR SEASONED VETS. EVEN THE VETS HAVE NEVER SEEN THIS MARKET AND IT WAS GREAT TO BE ABLE TO PROVIDE EVERYONE WITH SOME ACTIONABLE RESOURCES. THE EMAIL TEMPLATES, TOUGH CONVERSATION TIPS, AND THE FAQ BY CLIENTS SEEMS TO BE THE MOST USED (VALUED) AROUND HERE. "

Jana Foster
NIAA, NV

Aug 2024





The hard market is top of mind for agencies. Aside from identifying operating efficiencies, cited as the top challenge by 63%, 56% of agents cite developing talking points for customers about the hard market and coverages as the most important factor to succeed.

More than one-fourth of agencies made digital service and digital interaction operating changes due to the hard market and its impact on the marketplace.

As many as 21% of agencies say carriers are meeting the market challenges extremely poorly, while 68% believe carriers are meeting the market challenges moderately well. However, 11% percent of agencies believe carriers are meeting the challenges of the hard market extremely well.

The 2024 Hard Market Toolkit

Includes:

- Updated Market Conditions
- Sales And Communication Strategies
- Tip For Driving Retention
- Stopping A Cancelation
- And More

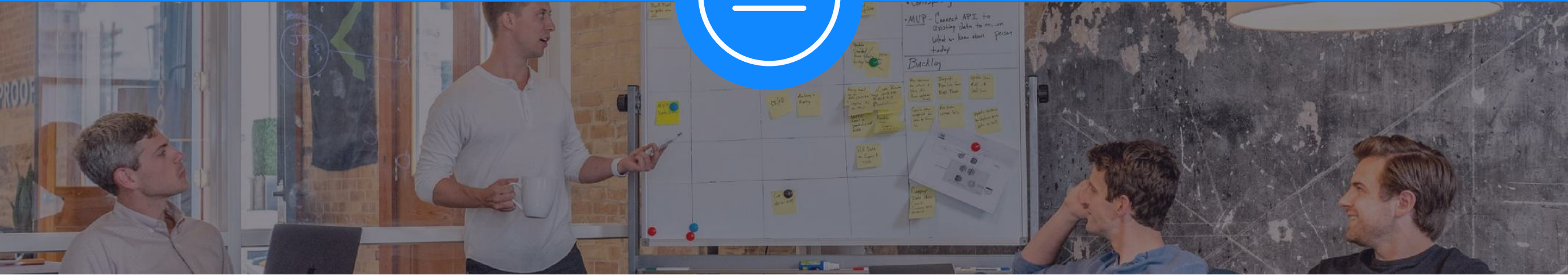


Released
Sept 2024

ENHANCING YOUR COMMUNICATION STRATEGY



"An effective communication strategy is critical to protecting client relationships, bringing in new business and maintaining or growing the firm's profitability."



Cross-Selling and New Business

Different audiences require different messaging

If you want to grow your current business by cross-selling to existing clients, you may provide information on the following:

- Current marketplace conditions and how they impact coverage availability and costs.
- The importance of reviewing policies and reevaluating coverage needs as the client's family needs change or the client's business evolves.
- Coverages to consider as market conditions change.
- Coverages required to meet loan or licensing requirements or to mitigate exposures.
- Ways your agency can help clients identify exposures, what risk management steps they can take to mitigate those, and any potential premium savings.

If your goal is to grow through new business, your firm should focus its communications on:

- Highlighting your agency's expertise and experience in different coverage areas, market cycles and economic conditions. Keep in mind to carefully avoid using words like "expert" or "excellence". For more tips visit: eoguardian.com.
- Feedback and reviews from existing clients.
- What value-added resources, tools and other services your agency offers.



Keeping the Conversation Going

You can proactively communicate with clients to highlight your value and expertise in several situations:

- ▶ Before a natural catastrophe, provide insureds with information on how they can manage their risk or who to contact to ask coverage questions.
- ▶ After a natural catastrophe, provide insureds with information on who to contact to file a claim and the documentation they'll need.
- ▶ Explain how the insurance market or the economy can impact coverage. For example, when a company pulls out of a region or market and how that could affect the client's renewal.
- ▶ Give clients a checklist of life events that may change their insurance needs or exposures, such as buying a new car or home, or starting a business.
- ▶ Update clients on new insurance legislation or regulations that could impact coverage availability and affordability.



Being Accessible

Consumers expect to be able to business on multiple platforms

Are you using?

- **Social Media**
- **Email**
- **Newsletters**
- **Text**
- **Website**
- **Paid ads**

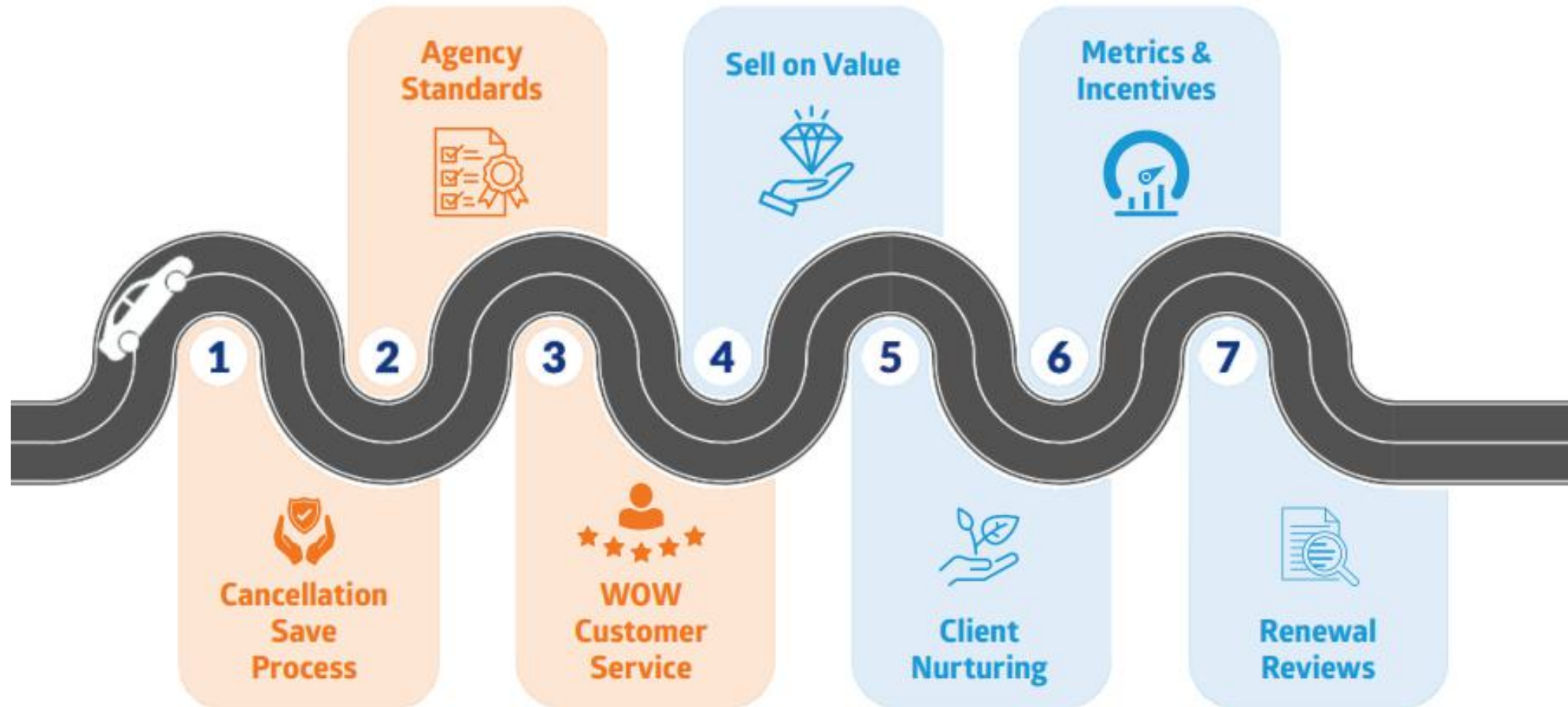


30%
of respondents
said they are not
satisfied with
digital channels
available from the
insurance industry.



THE ROAD TO 96% RETENTION

How to Drive Retention for the Long Run



EMAIL AND CONTENT TEMPLATES





EMAIL TEMPLATES



DIGITAL TEMPLATES

EMAIL TEMPLATE 2

Informative - Market Update

SUBJECT: How Our Agency Can Help You Navigate Rising Insurance Premiums

Dear [Policyholder Name],

We know your insurance costs have increased over the last few years. This is a result of the "hard market." What that means is that insurance companies have restricted their coverage offerings, raised premiums, and/or stopped writing certain types of insurance altogether.

The good news: Rate increases appear to be slowing in certain areas as more competition returns.

The bad news: As economic challenges persist, premiums probably won't return to the level they were before the hard market cycle. Also, coverage is still difficult to find in many catastrophe-prone areas.

Our agency is here to help you navigate these uncertain times. We aim to see that your insurance needs are covered while staying within your budget. We regularly evaluate market conditions and have long-standing relationships with various insurance companies. That means we are aware of upcoming changes to pricing, availability and coverage terms.

Please reach out if you have any questions about whether your current policy is right for you. Let's see what risk management resources are available to help you mitigate potential issues. We may be able to secure policy discounts.

We look forward to hearing from you. Thank you for your continued partnership.

Sincerely,

[Agent Name] [Contact Information]



CONTENT TEMPLATE 1: Focused Content

Hard Insurance Market and Rising Rates: How Our Agency Can Help

years of the "hard insurance market" premiums, more restrictive terms or less now some consumers chose to cut back eliminate certain policies altogether.

Market is easing for some coverage lines, but business owners are still facing increases and may be tempted to cut back haven't already.

Before reducing your coverage, please let us do a thorough policy review for you at no extra time to talk to us about your needs.

A variety of options to protect your assets within your budget, including:

• Through loss-prevention techniques, safety training, online courses and enhanced security.

• Opting for a deductible or self-insuring some of your risk to lower your premium and still provide protection.

• If you aren't paying for coverage you don't need, especially for upcoming life or work changes that affect your risk profile.

• We monitor changing market conditions and options. We are here to help you navigate uncertain times.

• We help you evaluate your risks and coverage needs. [Contact Information]

EMAIL TEMPLATE 2 Focused Content

How to Work?

How do our insurance solutions. The top one?

In serving our clients, we are committed to our clients. Together to solve our clients' backs.

And collaborative relationships from other

include:

• Make our jobs

• Charities.

• Benefits.

• Enhance your career.

• Contact info here

• Contact info here

• Help you to

• Support our

• Enhance your career

• Help!

Google Optimization Guide + A.I. Toolkit



Accessed by

1K

Agents



BIG **i**

Trusted Choice
INDEPENDENT INSURANCE AGENTS



**AGENCY
NATION
RADIO**

EP: 462

Let's Get Social:
Elevate Your Agency's
Social Media



Joseph Cox



Philip Schmitz



James O'Hearn



Stat 1

Stat 2



2025 MRP - empowering agents to
become proficient marketers

Thank You for Your Support



Joseph Cox

Joseph.Cox@iiba.net

PR Overview



PR can be 90% more effective than advertising

Third-Party
Validation

Reinforces
Credibility

Halo
Effect/Broader
Reach

(Nielsen)

Campaign Goals



Positioning

- Positioning Big I and Trusted Choice as the leading authority and definitive resource

Highlighting

- Highlighting the benefits of working with an independent agent

Dispelling

- Dispelling current negative narratives around insurance.

Identifying

- Identifying media moments and opportunities to elevate Big I leadership and members,

Reinforcing

- Reinforcing brand credibility and earn third party validation through broad-based media coverage

Awareness

- Generating awareness among stakeholders, clients, partners, and prospects

Earned Media



Media Placements: 90+



Media Impressions:
382,478,271



Ad Equivalency: \$41,788,042

Pitching Highlights

First and Second Quarters

- Insurance Renewals
- Home/Homeowners Insurance
- Insurance Awareness
- National Home Remodeling Month
- Spring Safety
- Insurance Awareness Day
- Auto Insurance
- Life Insurance
- Construction Safety

Third and Fourth Quarters:

- Summer Safety
- Boat Insurance
- Motorcycle Insurance
- Hurricane/Disaster/Flood
- Life Insurance Awareness Month
- Business Insurance

As Seen In

yahoo!finance **Money**



The Washington Post

Kiplinger

AP

ASSOCIATED PRESS

**PROPERTY
CASUALTY 360°**



Affiliated with The Institutes



**INSURANCE
JOURNAL**

Consumer Surveys

- *Insights on Consumer Insurance Uncertainty and Behavior*
- *Women are Powerful Insurance Purchasers*
- *Insights on Americans' Understanding of Insurance Coverage*





BIG **i**

INSIGHTS ON CONSUMER INSURANCE UNCERTAINTY AND BEHAVIOR

CURRENT LANDSCAPE:

Compounding challenges, spanning from severe natural disasters to intricate supply chain disruptions, escalating inflation, soaring reinsurance costs, and mounting litigation are shaping the landscape of Americans' insurance premiums in unprecedented ways.



DATA FROM A RECENT TRUSTED CHOICE® SURVEY FOUND THAT:

32.8%

A full one-third of Americans say they are unaware that external economic factors are affecting insurance rates.

69.3% are reviewing their insurance policies

Over two-thirds have put their insurance policies under review.

45.8% cite rising premiums as the catalyst.

RESULTING TRENDS:

As a result, policyholders are electing higher deductibles, considering going uninsured, switching providers, and are more willing to buy insurance through a trusted agent versus online.

Electing Higher Deductibles

46.6%

Nearly half of Americans have considered or have already taken a higher deductible to save money on insurance.

Making a Provider Switch

83% **59.5%**

would switch for lower cost premiums.

would switch to gain better coverage.

Going Uninsured

22% have considered going uninsured to save money.

Consumers Prefer Independent Agents

56.3% buy insurance through an agent.

36.3% buy online via an insurance company's website.



Homeowners Insurance

Independent agencies saw an increase in the homeowners line of business, up to 50% in 2022 from 46% in 2018.

Total Spend: 2021 - 2022



Direct written premiums reached \$861 billion in 2022, an increase from \$785 billion in 2021.

2022 **\$861 B**

2021 **\$785 B**

INSURANCE Published January 13, 2024 7:00am EST

Why January is an ideal time to review your insurance policies

January is often considered a prime month to review insurance coverage policies for specific reasons

NEARLY 70% OF AMERICANS ARE REVIEWING THEIR INSURANCE POLICY, LOOKING FOR LOWER RATES: TRUSTED CHOICE

Women are Powerful Insurance Purchasers

80%

of women are responsible for the **financial planning** and decision making in their household



80%

are responsible for **purchasing primary lines of insurance** (e.g. auto, umbrella home/renters, pet)



Women Helping Women:

72% of women would be more inclined to purchase insurance if the policy offerings were presented by a woman

72% have considered doing business with a woman-owned insurance agency



BIG 

INSIGHTS ON AMERICANS Understanding of Insurance Coverage

Consumers have many questions about insurance coverage, and a new Trusted Choice® survey shows that **even the most discerning policyholders do not fully understand it.**

While 86% of respondents said they had a strong understanding of what their policies covered, **when their knowledge was put to the test many were incorrect or unsure about coverage specifics.**

✗ CONSUMER MISCONCEPTIONS ABOUT INSURANCE COVERAGE

Too Many Americans Are Mistaken About Insurance: Surveys Say

Flood and homeowners insurance seem to cause the most confusion, polls by Trusted Choice and Insurify reveal.



Written by **Evelyn Pimplaskar**



Edited by **Chris Schafer**



Reviewed by **John Leach**

Published July 2, 2024 at 12:00 PM PDT | Reading time: 2 minutes

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Why you can trust Insurify: Comparing accurate insurance quotes should never put you at risk of spam. We earn an agent commission only if you buy a policy based on our quotes. Our [editorial team](#) follows a [rigorous set of editorial standards](#) and operates independently from our insurance partners. [Learn more.](#)



Yahoo Finance

TIPS TO LOWER YOUR AUTO INSURANCE

[yahoo/finance](#)



Consumer Coverage Highlights

yahoo!finance

Renting a boat this summer? What you should know first



yahoo!finance

Does your homeowners insurance cover flooding?



CUT CAR AND HOME INSURANCE BILLS p.42

PERSONAL FINANCE

Kiplinger

EARN UP TO

12%

ON YOUR INVESTMENTS

We'll help you find great yields whether you're a safety-first investor, a risk taker or somewhere in between. p.11

Is the Stock Market in a Bubble? p.20

Catch Up on Retirement Savings p.34

How to Cash In on Your Collectibles p.48

JUNE 2004 \$1.49 www.kiplinger.com

MONEY

CUT YOUR BILLS FOR AUTO AND HOME INSURANCE

© Kiplinger Personal Finance

WHERE TO SHOP FOR THE BEST RATE

Switching to a different insurer can be an effective way to save money on premiums. “My general advice is if you’re not satisfied with your premiums, shop around,” says Stephen Crewdson, senior director of insurance intelligence at data analytics company J.D. Power. Most major insurance companies let you get quotes online or over the phone within minutes. You could also work with an independent agent who represents multiple insurers. “They might quote you 15 insurers at once,” says Crewdson. At Trusted Choice.com, you can search for local independent agents.

Another way to shop rates is through websites such as Insure.com, Insurify.com and TheZebra.com. After you fill out a short application, they can pull numerous local quotes. If you belong to membership groups such as AAA or Costco, check their discounted insurance programs as well.

When shopping rates, use an apples-to-apples comparison, says Matt Hagen, a director at Assurance IQ, an online insur-

ance marketplace. For example, if your current auto policy offers \$300,000 in total bodily injury liability coverage for accidents you cause, make sure the new, “cheaper” quote doesn’t include only the state minimum, which usually provides much less protection. If you cause an accident with damage beyond your liability coverage, you could be sued and required to make up the difference with your savings or a wage garnishment.

Bring up all your policies when comparing quotes with an agent, who may find a combination of coverage that leads to a better deal. “You might pay less by increasing the liability on your auto and home insurance to reduce the cost of the umbrella coverage,” says Jeff Schlitt, owner of Schlitt Services, an independent insurance agency in Vero Beach, Fla.

Finally, ensure the price is low enough to make the switch worthwhile. Insurers consider loyalty when quoting rates and might not offer the best deals to people who switch every year, says Schlitt.

Consumer Coverage Highlights

Money

How High Could Home Insurance Rates Jump This Year? Here's What Experts Predict

Why is home insurance so expensive?

The high number claims in the the last few years, which far exceeded what actuaries predicted, is the primary reason why home insurance is getting so expensive, says Matt Simon, president of CoverLink Insurance and an agent at Trusted Choice. Last year, 28 individual weather and climate events resulted in at least \$1 billion of damages, up from a previous high of 22 in 2020, according to [government data](#).

The Washington Post

How much do you know about buying a home?

Take our quiz to find out how much you know about buying a home.

Renters insurance and homeowners insurance cost about the same.

True

False ✓

Correct!

FALSE: Homeowners insurance in D.C., Maryland and Virginia typically costs between \$1,200 and \$1,800 annually, depending on the location, property value and coverage options, says Angela Ripley, president of VW Brown Insurance Services in Columbia, Md. Renters insurance usually costs between \$180 and \$500 annually depending on the location and coverage limits.

“Renter’s insurance typically covers your personal belongings against perils such as theft or fire, as well as liability protection,” Ripley says. “It may also cover additional living expenses if you’re temporarily displaced. Homeowners insurance, on the other hand, covers the structure of your home, personal belongings, liability and additional structures on your property such as a pool, fence or shed.”

Reinforcing the Consumer Narrative in the Industry Press

**PROPERTY
CASUALTY 360°**



**INSURANCE
JOURNAL**

Digital Insurance

PROPERTY CASUALTY 360°

Best Practices

Managing insurance communications in a hard market

Here's how to best serve your clients, improve retention, and even grow your business in this complex landscape.

By **Nancy Germond** | February 22, 2024 at 08:30 AM

Best Practices

Navigating risks and choosing coverage for business insurance this summer

The right insurance for ice cream and food trucks, camps and special events.

By **Carla McGee** | August 21, 2024 at 09:00 AM

Digital Insurance

NATURAL DISASTERS

Extreme weather, high premiums, consumer awareness through hard market

By [Nancy Germond](#) July 11, 2024, 4:53 p.m. EDT 4 Min Read



Behind the Development of the AI Marketing Toolkit

By Joseph Cox | August 5, 2024

In today's fast-paced insurance market where time is more precious than ever, the ability to streamline operations and offload routine tasks is invaluable. Communication and relationships remain at the heart of what makes independent agents successful. However, meeting the increasing demands of clients requires enhanced operational efficiency. Artificial intelligence is transforming various industries by streamlining processes and improving productivity.

Trusted Choice, as part of the Independent Insurance Agents and Brokers Association whose mission is to empower independent insurance agents, recognized the opportunity to create a resource that specifically speaks to independent agents and highlights exactly what they need to know about AI and how to get started.

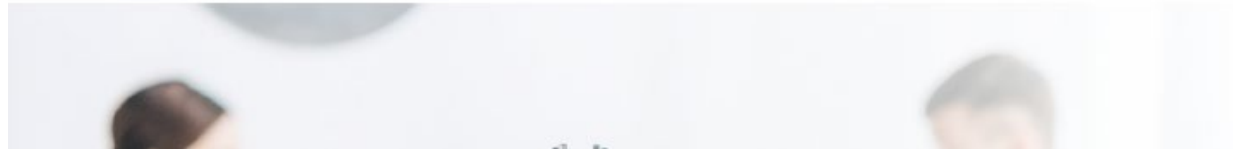
Looking Ahead

Expand to Local Advocacy

Reinforce the value
proposition of
independent insurance



Media Representation Group Public Relations Toolkit



Thank you!