



Trusted Choice Highlights



November 2021

Trusted Choice Board of Directors

Jon Jensen, Chair	SC
Bob Rusbult*	IIABA
Tara Purvis	KY
Scott Stanford	NJ
Robbie Moore	GA
Clinton Graham	MS
Jeff Schlitt	FL
Brian Harrison	MO
Katherine Watson	OH

Trusted Choice® Company Partners

AAA of Minnesota and Iowa	Continental Western Group	The Hartford	Ohio Mutual Insurance Group
Acadia Insurance Company	Community Mutual	Hartford Steam Boiler (HSB)	Progressive
Allstate Independent Agents	Co-operative Insurance Companies	InsurBanc	Rain and Hail, a Chubb Company
The Beacon Mutual Insurance Company	The Cumberland Insurance Group	Integrity Insurance	Risk Innovations, LLC
Berkley Aspire	Dryden Mutual Insurance Company	Iowa Mutual Insurance Company	Safeco Insurance
Berkley Mid-Atlantic Group	EMC Insurance Companies	Kingstone Insurance Company	Selective Insurance Company of America
Berkley North Pacific Group	Encompass Insurance	Liberty Mutual Insurance	Travelers
Berkley Regional Specialty Insurance	Foremost, <i>A Farmers Insurance Company</i>	The Main Street America Group	Union Mutual of Vermont
Berkley Southeast Insurance Group	Franklin Mutual Insurance Company	Markel Corporation	Union Standard Insurance Group
Broome Co-operative Insurance Company	Frontline Insurance	MMG Insurance	W.R. Berkley Corporation
Central Insurance Companies	Frontline Insurance Unlimited	Mutual Benefit Group	Western National Insurance Group
	Grange Insurance	The National Security Group	Westfield Insurance
		Nationwide Insurance	





20th Anniversary





Choose Local





PROUDLY BACKED BY 

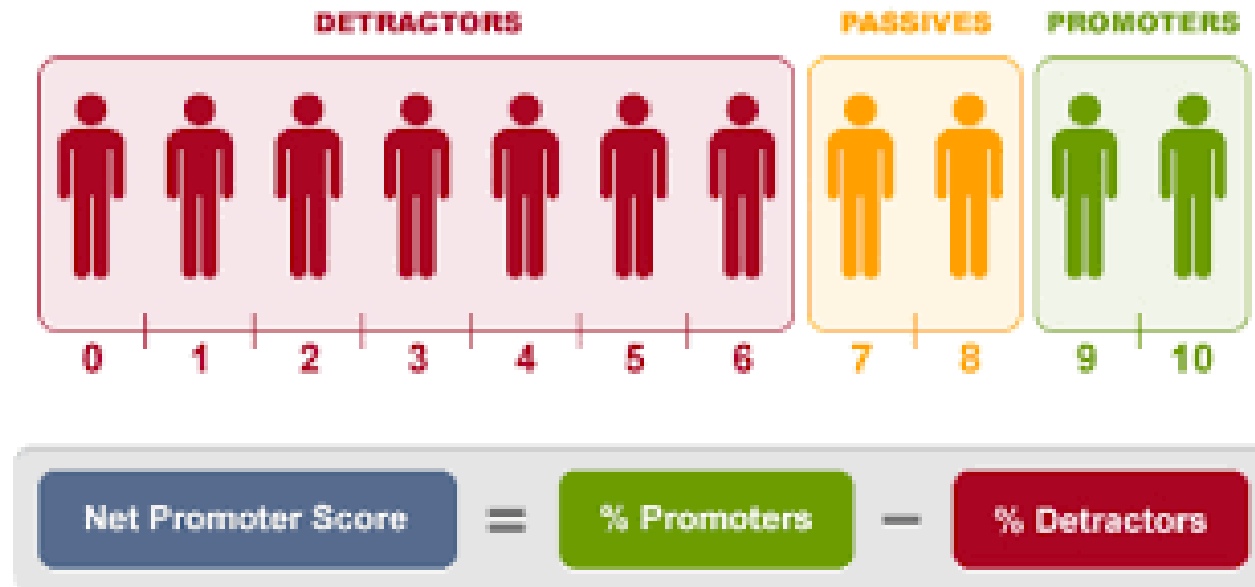


Campaign Assets



Net Promoter Score (NPS)

- 2021 Q1 - 67
 - 2021 Q2 - 60
 - 2021 Q3 - 68
 - 2021 Q4 -
- Goal 69**





Program Highlights

OUR SERVICES



Brand



Campaigns



Content-to-Share



Digital Reviews



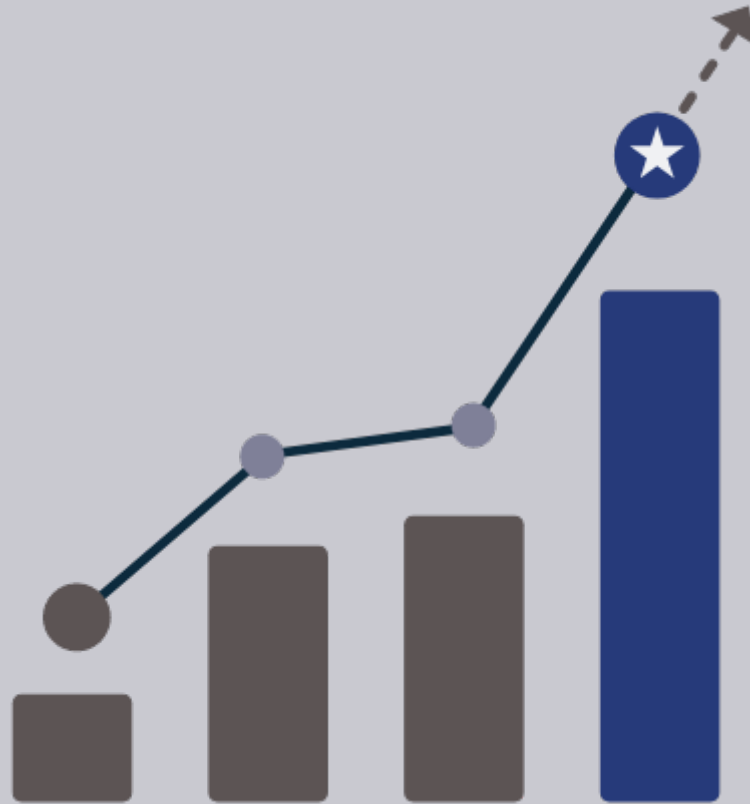
Marketing
Reimbursement



Trainings



Our Member Program Goals



Awareness



Program Use



Engagement



Traffic to Member Website



Digital Reviews

+150%

More Digital Reviews
completed in 2021 YTD vs 2020



Digital Reviews completed in 49
states (+DC)

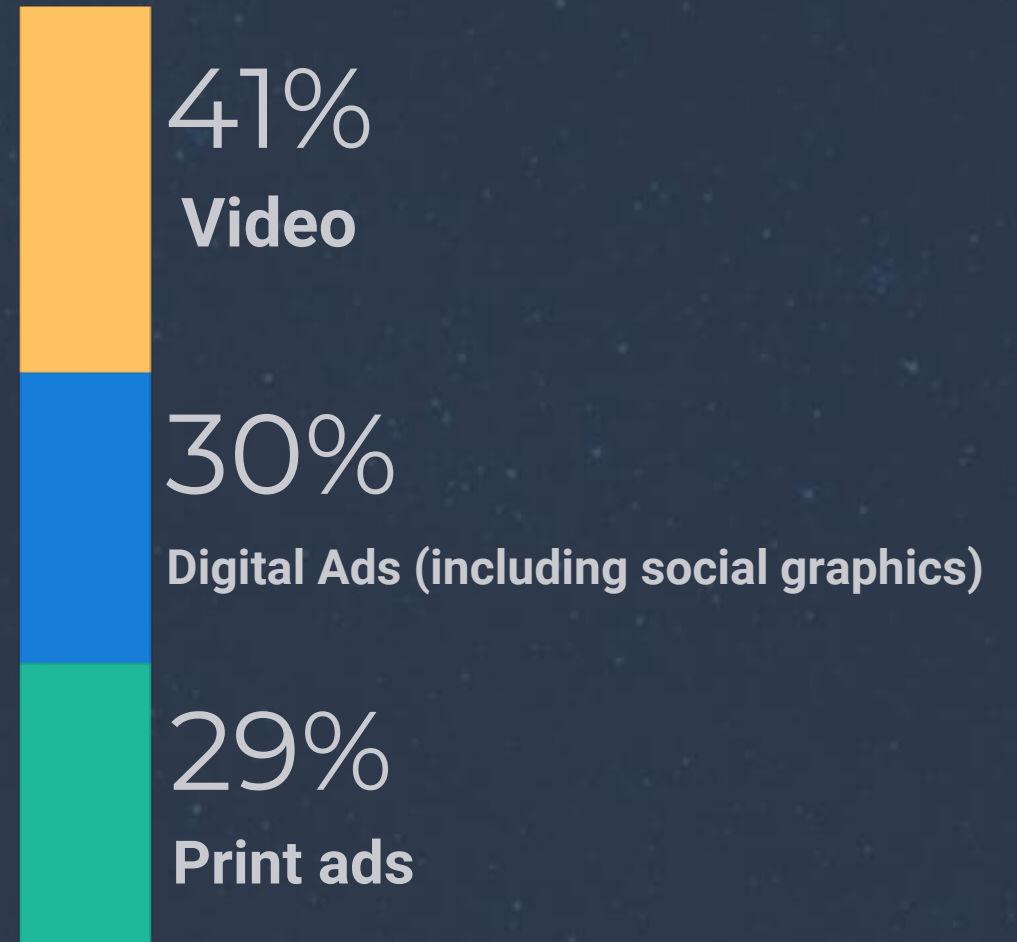


Customizations

+67%

customizations completed in
2021 YTD vs 2020

Requests Breakdown



Customizations

Most requested
campaign in 2021:
"Big Picture"



**OUR INSURANCE AGENTS
SEE THE BIG PICTURE.**

  [Request Quote](#)



**OUR INSURANCE AGENTS
SEE THE BIG PICTURE.**

[Learn More](#)  



**OUR INSURANCE AGENTS
SEE THE BIG PICTURE.**

Make sure you have the right coverage for your home and family. Talk to an agent who takes the time to get to know you, and your family's particular needs. That means you're not just choosing among policies, you're getting options that offer real choices to fit where you are in life today.

AGENT NAME
000-000-0000
agentwebsite.com



Preferred Partners Program

ADVISOR EVOLVED



AGENCY REVOLUTION
AN FMG SUITE COMPANY

FORGE3

Launch. Do. Grow.



marketing 360[®]

TITAN WEB
Marketing Solutions

100+

Agencies have
updated their
websites since launch

Preferred Partners Program

Member feedback:

“Without changing anything else in our process, within 2 weeks we saw an uptick of roughly 50% in web traffic and leads”

Ralph Giem
Paradox Ins. Agency, Montana

Preferred Partners Program

Member feedback:

"I could not have been more pleased with the folks at Forge3. They did a great job!

Our SEO has improved and more keywords are being picked up since creating our new site!"

Charles McCollum
Manry & Heston, Inc., Georgia

Website Highlights

New Trusted Choice Website Launched March 2021



Increased Engagement

New Trusted Choice Website Launched March 2021

+178%

Homepage views



More website visitors



(2021 vs 2020)

Member Email Highlight:


Most popular email in 2021:

Trusted Choice MLB
Campaign Promo



As an Independent Agent,
you have the **Home Field Advantage**

Make the right pitch
with Trusted Choice®



Trusted Choice
INDEPENDENT INSURANCE AGENTS

Catch the latest national brand campaign promoting Trusted Choice independent agents to consumers on the **MLB Network** and **MLB.TV** featuring Hall of Fame pitcher John Smoltz, running now through October.

[Watch Now](#) [View other resources](#)

BIG 

Empowering Trusted Choice®
Independent Insurance Agents



125th
ANNIVERSARY

35% open rate

New Product in Development

Members will gain insights on:

- Traffic volume and sources
- Top keywords
- Referring domains
- Competitor analysis
- And more



New Trainings- Social Media



Basic



Beginner



Advanced

**THANK
YOU!**

