



# Trusted Choice Company Partner Meeting

November 30, 2022

Alexandria, VA

**Advantage**



The Nation's most important online marketing platform for all independent agents and IA companies.



We welcomed our  
**38 MILLIONTH SHOPPER**

A map of North America, including the United States and Mexico, is covered with a dense field of small, colorful pins (red, green, blue, and black) representing a million referrals, calls, and leads. The pins are distributed across the entire continent, with a particularly high concentration along the West Coast and in the eastern United States. A white rectangular box with a thin black border is centered over the map, containing the text "Big Milestone: One Million! Referrals, Calls & Leads". The text is in a bold, sans-serif font, with "Big Milestone:" in blue, "One Million!" in orange, and "Referrals, Calls & Leads" in orange. The map shows state and provincial boundaries, major cities, and geographical features like the Gulf of California and the Gulf of Mexico.

**Big Milestone:**  
**One Million!**  
**Referrals, Calls & Leads**

A map of North America, including the United States and Mexico, is covered with numerous small, colorful location pins (red, green, and blue) representing various geographic locations. The pins are densely packed in the eastern United States and along the West Coast, and more sparsely distributed in the western and northern regions. Major cities like Vancouver, Toronto, Montreal, and Quebec City are labeled. State and provincial names like OREGON, NEVADA, CALIFORNIA, BAJA CALIFORNIA, SONORA, CHIHUAHUA, COAHUILA, NUEVO LEON, SINALOA, DURANGO, TAMAUJUBAS, and THE BAHAMAS are also visible.

**Since July 2013...**

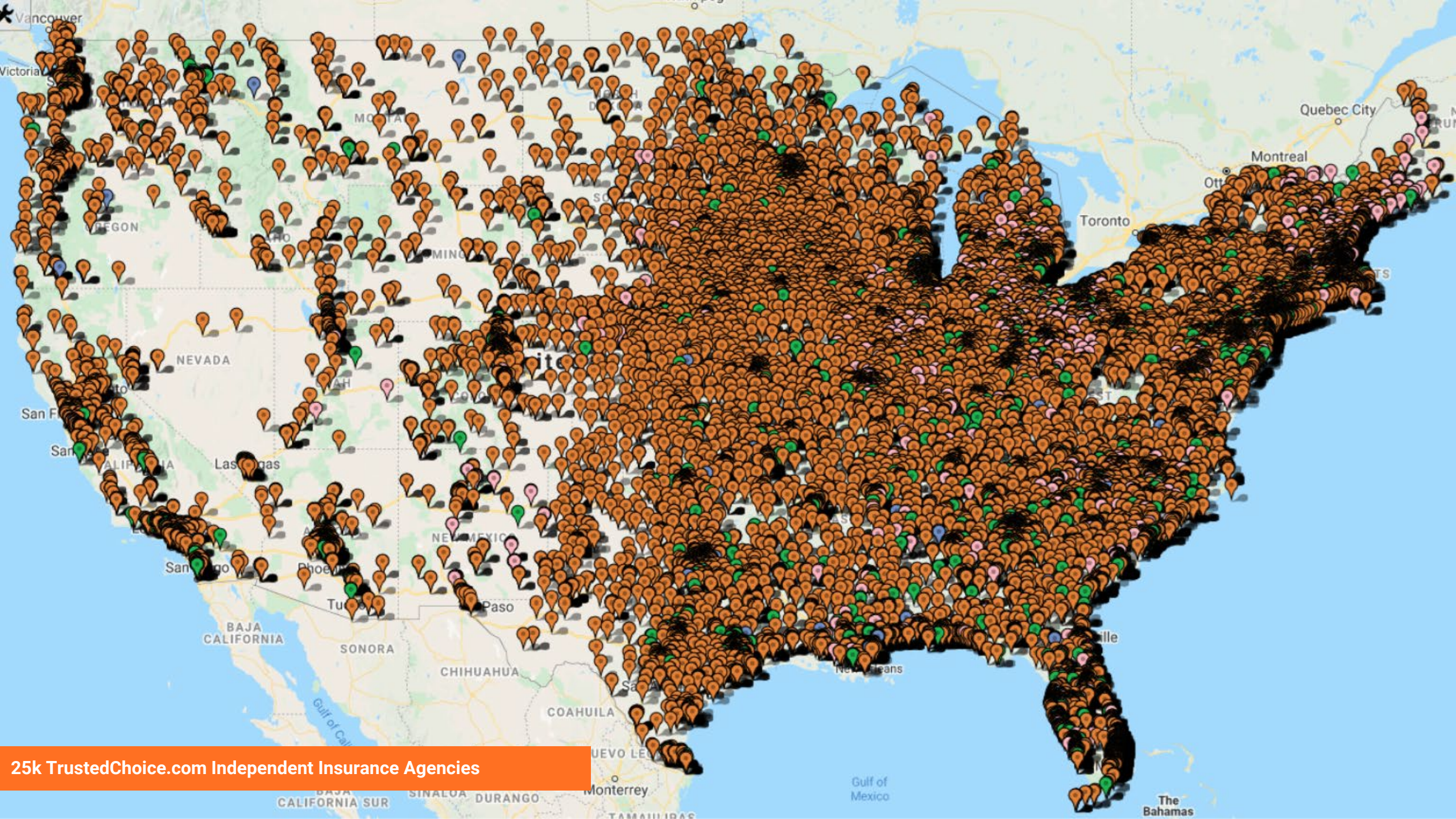
**667,481 Referrals**

**271,210 Phone Calls**

**112,419 Claim-it Leads**

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**1,051,110 Total Connections**



25k TrustedChoice.com Independent Insurance Agencies

# TC.com SEO Stats

as of October 2022

- X **507,243** ranking keywords/phrases
- X **18,600** indexed pages of content
- X **71,249** keywords/phrases rank on page ONE of Google
- X **17,519** keywords/phrases rank in TOP THREE positions on page ONE of Google
- X **15** million impressions

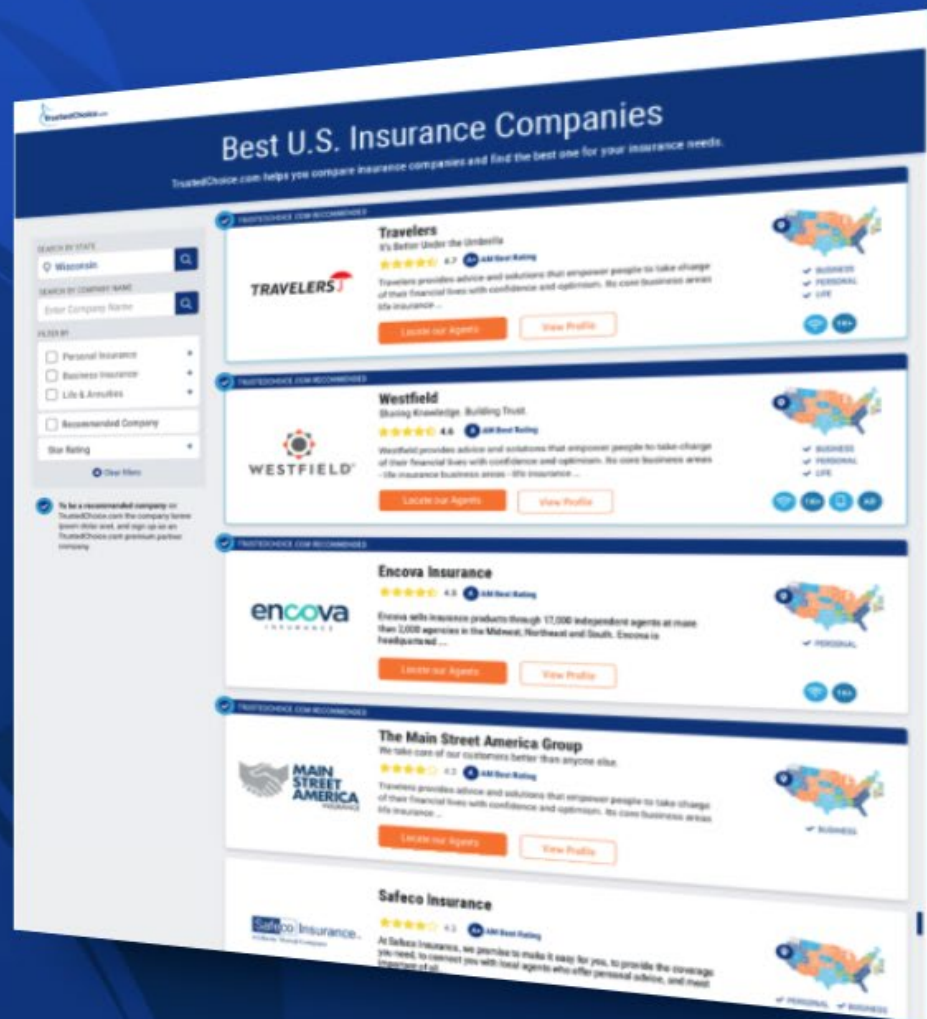


# Advantage IA Company Program



# Position your company on the #1 independent insurance directory

- ✓ Appearing in more than **20 million** Google searches each month
- ✓ **Improve your ranking** and be recommended for the business you want to write

[GET STARTED](#)

# The Advantage Program

## For IA Company Partners





Level One

# We make sure agents and consumers understand your brand and products

Showcase your brand with a custom profile featuring:

- ✔ Boosted ranking & SEO advantages
- ✔ Custom company description and territories
- ✔ Appetite specialization detail
- ✔ Products offered and locations serviced
- ✔ Agent resource center
- ✔ Testimonials
- ✔ Promotional video

GET THE IA ADVANTAGE



# Best Wisconsin Insurance Companies

TrustedChoice.com helps you compare insurance companies and find the best one for your insurance needs.

SEARCH BY STATE

Wisconsin



SEARCH BY COMPANY NAME



FILTER BY

Clear filters

Business Insurance

Personal Insurance

Life Insurance

Recommended Company



Recommended companies have partnered with TrustedChoice.com to verify their information and are a confirmed match for your insurance needs.

[Become an Insurance Company Partner](#)

RECOMMENDED INSURANCE COMPANIES



RECOMMENDED COMPANY



## Westfield

Sharing Knowledge. Building Trust.

A AM Best Rating

Your Westfield independent agent is there to provide knowledgeable advice and explain coverage clearly. You get practical solutions to reduce risk that are right for your needs. When you have a claim, Westfield is ready wi...

[View Recommended Agents](#)

[View Profile](#)



✓ Business  
✓ Personal



RECOMMENDED COMPANY



## Stillwater

Know How to Insurance™

A- AM Best Rating

Stillwater is a national personal and commercial lines carrier with rock-solid financial stability, ready to be there for life's unexpected events. We understand that insurance can be complicated. That is why we offer tip...

[View Recommended Agents](#)

[View Profile](#)



✓ Business  
✓ Personal



RECOMMENDED COMPANY



## West Bend

The worst brings out our best. That's the silver lining.

A AM Best Rating

West Bend is a relationship-based company with core values that emphasize excellence, integrity, and responsibility. As a mutual insurer, our company is owned by our policyholders. We don't answer to Wall Street. We decid...

[View Recommended Agents](#)

[View Profile](#)



✓ Business  
✓ Personal



## Central Insurance Companies

We fulfill the promise to provide security, protection, and peace of mind to our customers.



[WATCH OUR VIDEO](#)



Match with the right Central Insurance Companies independent agent.

They'll help you find the exact coverage you need.

[Locate our agents >>](#)

[Coverage Locations](#) [Business Insurance](#) [Personal Insurance](#) [Customer Reviews](#)

### Why choose Central Insurance Companies for your insurance needs?

Since 1876, Central has evolved into a successful property and casualty group with combined assets over \$1 billion. Central writes over 350,000 insurance policies for customers in 23 states. We are represented by local independent agents, and we work together to provide the best insurance coverage possible at a reasonable cost. Our innovative products and services have been satisfying clients' needs for over 140 years.

### Where does Central Insurance Companies do business?

Central Insurance Companies provides the following insurance coverages by state.

### Company Information

**Founded in**  
1876

**AM Best rating**  
A (Excellent)

**Website**  
[central-insurance.com](http://central-insurance.com)

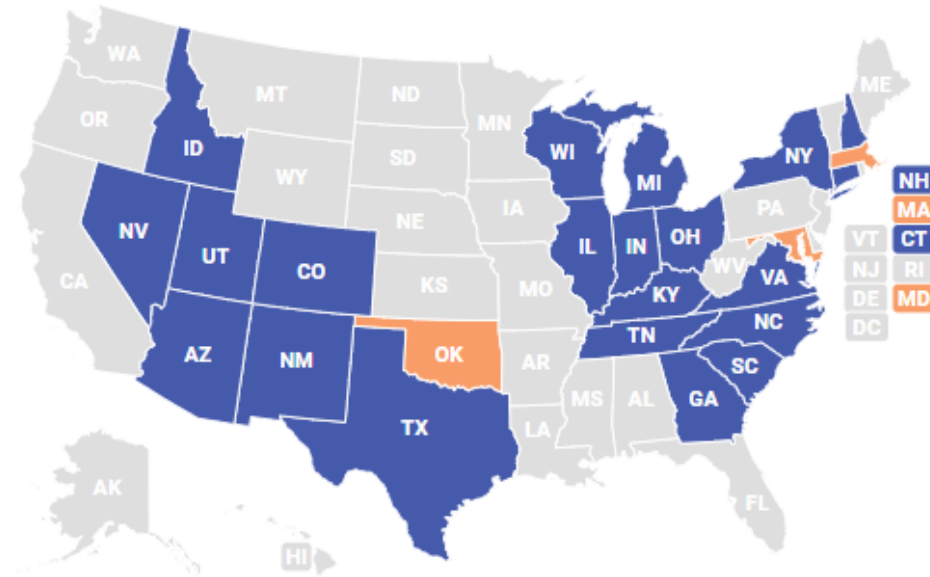
**Headquarters**  
800 South Washington Street  
Van Wert, OH 45891

**Customer service**  
419-238-1010



## Where does Central Insurance Companies do business?

Central Insurance Companies provides the following insurance coverages by state.



- Business
- Business & Personal
- Personal
- Personal & Life & Annuities
- Life & Annuities
- Life & Annuities & Business
- All Insurance Categories

### Headquarters

800 South Washington Street  
Van Wert, OH 45891

### Customer service

419-238-1010



### Local Recommended Agents

Find a local Central Insurance Companies Agent

Zip Code



### What discounts does Central Insurance Companies offer?

- ✓ Package Credit when we insure both your auto and home
- ✓ Up to a 20% auto discount if you have an excellent driving history, high insurance score, and are quoted a week in advance

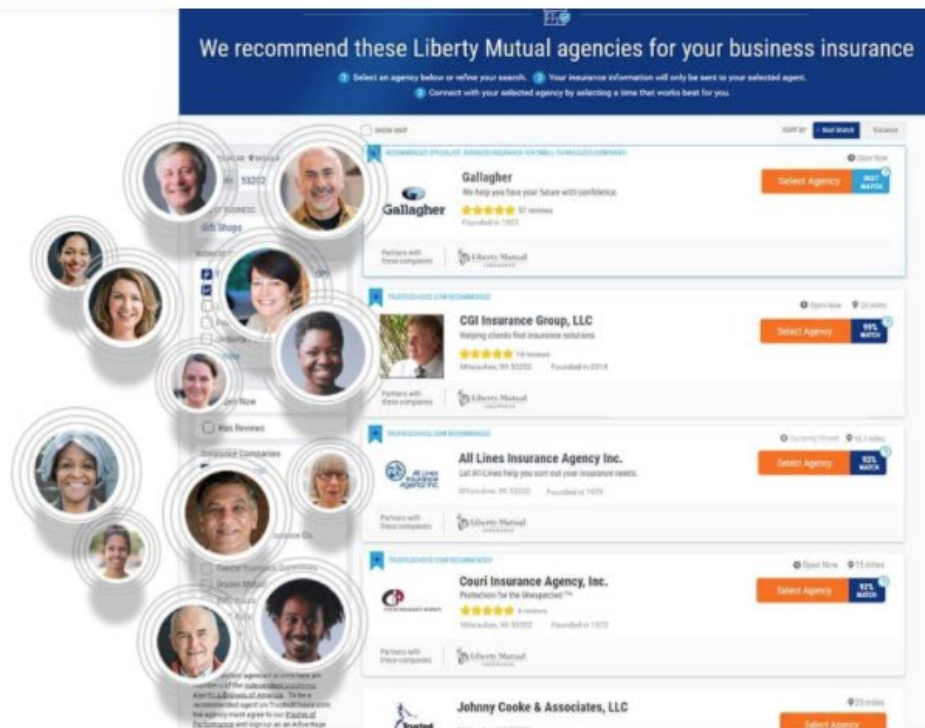


# We recommend your company for the business you want to write

With a Level Two plan you get these opportunity-generating features:

- ✔ **Company recommendations:** get your brand and products recommended for the business you most want to write
- ✔ **Agent recommendations:** Drive more business to your best agents on multiple IA websites
- ✔ Share your appetite with agents
- ✔ SEO content targeted to your company appetite
- ✔ Receive immediate and monthly traffic and opportunity data

COMPARE PLANS



Level Two





# These companies are a perfect match for your personal insurance needs

Select an insurance company below and we'll connect you with one of their preferred Trusted Choice agents.

4 RECOMMENDED INSURANCE COMPANIES

DOING BUSINESS NEAR

Zip Code 44022

Chargin Falls, OH

COVERAGE TYPE

Personal Insurance

Auto

Home

Renters

Condo

Umbrella

[See all personal insurance](#)



To be a recommended company on TrustedChoice.com the company lorem ipsum dolor avet, and sign up as an TrustedChoice.com premium partner company.

TRUSTEDCHOICE.COM RECOMMENDED



## Travelers

It's Better Under the Umbrella

★★★★★ 4.7 **A+** AM Best Rating

Travelers provides advice and solutions that empower people to take charge of their financial lives with confidence and optimism. Its core business areas life insurance ...

Locate Agents



- ✓ BUSINESS
- ✓ PERSONAL
- ✓ LIFE



TRUSTEDCHOICE.COM RECOMMENDED



## Westfield

Sharing Knowledge. Building Trust.

★★★★★ 4.6 **A** AM Best Rating

Westfield provides advice and solutions that empower people to take charge of their financial lives with confidence and optimism. Its core business areas - life insurance business areas - life insurance ...

Locate Agents



- ✓ BUSINESS
- ✓ PERSONAL
- ✓ LIFE



TRUSTEDCHOICE.COM RECOMMENDED



## State Auto

★★★★★ 4.5 **A** AM Best Rating

State Auto provides advice and solutions that empower people to take charge of their financial lives with confidence and optimism. Its core business areas life insurance ...



- ✓ PERSONAL



# Level Three

## Be Advanced:

Access our applications, data and code customized and private-labeled to your company brand

Everything in LEVEL ONE & TWO plus...

- X Company branded consumer portal
- X Private funnel – targeted preferential funnel routing.
- X Private label API products
- X Private-label (SMART) agency

The image displays a collage of insurance agency websites and a testimonial section. The top row shows two website screenshots: one for 'Kentucky' and one for 'New Mexico', both featuring navigation menus and 'Request a Quote' buttons. The middle row shows the 'Ohio Mutual Insurance Group' website, which includes a navigation bar, a large image of a family, and a 'Get Started' button. The bottom row shows a testimonial section titled 'WHAT PEOPLE ARE SAYING ABOUT OHIO MUTUAL INSURANCE AGENTS...' with three customer quotes and their names and locations.

**Ohio Mutual Insurance Group**

WHY CHOOSE OHIO MUTUAL | HOME | AUTO | FARM | BUSINESS

Let us recommend the right insurance agent for you.

Ohio Mutual is here to help with all your insurance needs

Enter your ZIP Code or City [Get Started](#)

Already have an Ohio Mutual agent? [Find your current agent](#)

WHAT PEOPLE ARE SAYING ABOUT OHIO MUTUAL INSURANCE AGENTS...

“ Anytime I have a question I can make a phone call and get a complicated question answered. Correll Insurance Group is a class act. I have been a client since 1980. It really is a quality operation. ”

Frank S., Columbus, OH  
CUSTOMER OF CORRELL INSURANCE

“ Very professional and courteous service. Very easy to work with. John was a pleasure and is a very competent professional. ”

S. K., Orrington, ME  
CUSTOMER OF WILKS INSURANCE

“ Mary and I had a really great 1st time conversation and she really helped me to understand all my insurance needs. She explained things so well and have been a customer of hers for over 5 years. ”

Laura R., Danville, OH  
CUSTOMER OF PAYNE & BROWN

**TrustedChoice.com**

# IA Company Enhancements

X Additional value has been added – to include but not limited to:

- X Updated and Enhanced Profiles
- X Agency Resource Pages
- X Added SEO Benefits
- X Ask Kodiak Product Integration
- X Consumer Reviews
- X Exclusive Company Directory
- X Increased Funnel Exposure – Recommendations
- X Real time referrals notification
- X Expanded Business Intelligence
- X Dashboard Reporting
- X MarketFinder inclusion

**West Bend**  
The worst brings out our best. That's the silver lining.  
★★★★★ TrustedChoice.com rating  
WATCH OUR VIDEO

Match with the right West Bend independent agent. They'll help you find the exact coverage you need.  
Zip code View our recommended agents →

Coverage Locations Business Insurance Personal Insurance Customer Reviews

**Why choose West Bend for your insurance needs?**  
West Bend is a relationship-based company with core values that emphasize excellence, integrity, and responsibility. As a mutual insurer, our company is owned by our policyholders. We don't answer to Wall Street. We decide what to do, and these decisions are always based on what's best for our agents, insureds, and associates for the long term.

**Where does West Bend do business?**  
West Bend provides the following insurance coverages by state.

Company Info  
Founded in 1894  
AM Best rating A (Excellent)  
Website thesilverlining.com  
Headquarters 1900 South 18th Av West Bend, WI 5301  
Company Social Co  
Local Recomm

**Main Street America Insurance**  
Working Together. Insuring Tomorrow.  
★★★★★ TrustedChoice.com rating  
A MESSAGE FROM OUR CEO

Welcome to Main Street America Insurance Agent Resources  
Learn more about becoming a Main Street America agent and our unwavering commitment to offering technology, products and resources to help our independent agent partners protect their customers and achieve profitable growth.

**A commitment to Main Street America independent agents**  
We know that you work hard to build your business, and that you can and should choose your carriers carefully. With so many choices available, why choose to work with us? For nearly 100 years, we have successfully partnered with independent agents to provide affordable insurance to individuals, families and small businesses. This unwavering commitment to the independent agent distribution channel, drives everything we do.

**FINANCIAL STRENGTH:**

- \$1.1 Billion Direct Written Premium
- \$648 million surplus
- \$956 million total assets
- "A" ("Excellent") Financial Strength Rating
- "A++" Issuer Credit Rating

**Why Join Main Street America**

- ▶ Become an Agent with Main Street America Insurance

**Agent Resources**

- ▶ In the Community
- ▶ Commercial Insurance Products
- ▶ Personal Insurance Products

Agent login →

Contact Info  
Get Insured Business Personal Trusted Choice  
Talk to an agent (655) 372-0071 Instant Quote

**Our best insurance agency recommendations!**  
The agencies listed below all match your specific insurance needs. Review the agencies and select the best agency for you. Your selected agency will reach out to get you a quote.

Showing 1 of 14 agency results SORT BY: Best Match Distance

AGENCIES NEAR Milwaukee, WI  
ZIP Code: 53202

COVERAGE  
 Automobile  
 ATV  
 Boat  
 Builders/Manufacturing/Construction  
 Collision Auto  
 Condo  
 Show More

FILTER BY  
 Open Now  
 Has Reviews

INSURANCE COMPANIES  
 Central Insurance Companies  
 Foremost  
 Main Street America Insurance  
 Nationwide  
 Progressive  
 Safeco Insurance  
 Show More

LANGUAGES  
 Español

**Waller-Anger & Company LLC**  
Building Relationships. Insuring Success!  
★★★★★ 5 reviews  
8th Cir, WI 53132-2070 Founded in 1904  
Our carriers include: PROGRESSIVE FOREMOST WEST BEND  
Select Agency GET WATCH

**Goodman Family Insurance**  
We do the shopping, you do the saving!  
★★★★★ 6 reviews  
Brookfield, WI 53008-9158 Founded in 2021  
Our carriers include: SELECTIVE FOREMOST PROGRESSIVE TRAVELERS  
Select Agency GET WATCH

**Courl Insurance Agency, Inc.**  
Protection for the Unexpected  
★★★★★ 10 reviews  
Waukesha, WI 53191-4913 Founded in 1972  
Our carriers include: STEELWATER PROGRESSIVE FOREMOST STATE AUTO MAIN STREET AMERICA  
Select Agency GET WATCH

**American Advantage Insurance Group - Lindow Insurance, Inc.**  
Get the Advantage.  
★★★★★ 10 reviews  
Pewaukee, WI 53075-9452 Founded in 1958  
Our carriers include: TRAVELERS STEELWATER PROGRESSIVE FOREMOST  
Select Agency GET WATCH

Liberty Mutual - Risk Appetite  
Select the coverage below to learn more about what

- Umbrella
- Workers Compensation
- Property
- Commercial Automobile
- General Liability
- Simple BOP
- Traditional BOP
- Custom Protector

**The Right Workers' Comp. The Perfect Price.**  
Our independent agents will shop and help you compare the right coverage and cost.  
Instant Quote Now →

No matter what kind of business you run, if it's got employees, you more than likely need **workers' compensation insurance**. Though this coverage is often mandatory, it's not always cheap. Paying for the medical expenses and payroll of injured employees is a big task and the insurance company charges highly for the risk.

Working with an independent **insurance agent** can save you tons of time and money when it comes to finding the best workers' compensation policy for your business. Not only can they find you the right policy, but also help you understand what determines its cost. First, here's a closer look at workers' comp costs for businesses.



**What Is Workers' Compensation Insurance?**

RECOMMENDED INSURANCE COMPANY

**WESTFIELD**  
★★★★★  
Locate Agents →

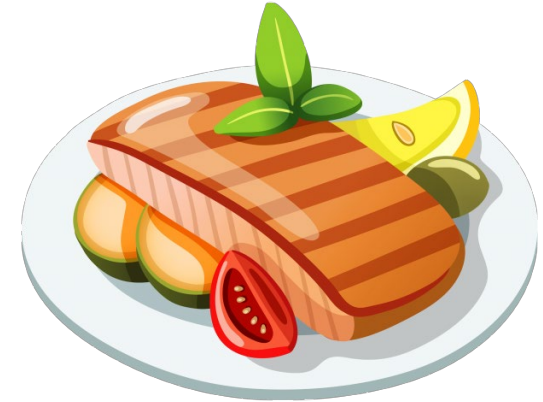
RECOMMENDED LOCAL AGENCY

**Leonardi Insurance Agency**  
Highwood, IL  
Select Agency →

- WORKERS' COMPENSATION INSURANCE**
- Work Comp Cost
- Workers' Comp For Nerve Damage, Ulnar, CTS, and More
  - Average Work Comp Impairment Rating
  - Average Work Comp Settlement
  - How to Calculate Work Comp Per Employee
  - How to Calculate Work Comp
  - Where Can You Purchase Work Comp?
  - Work Comp Insurance Cost

## Company YTD ROI Metrics

- ✓ Company Directory Views: 935K
- ✓ Company Views on Agency Profiles: 1,800,000
- ✓ Company Funnel Journey Views: 350K
- ✓ Content Page Recommendations: 800K
- ✓ Total Company Recommendations: Over 4 Million YTD





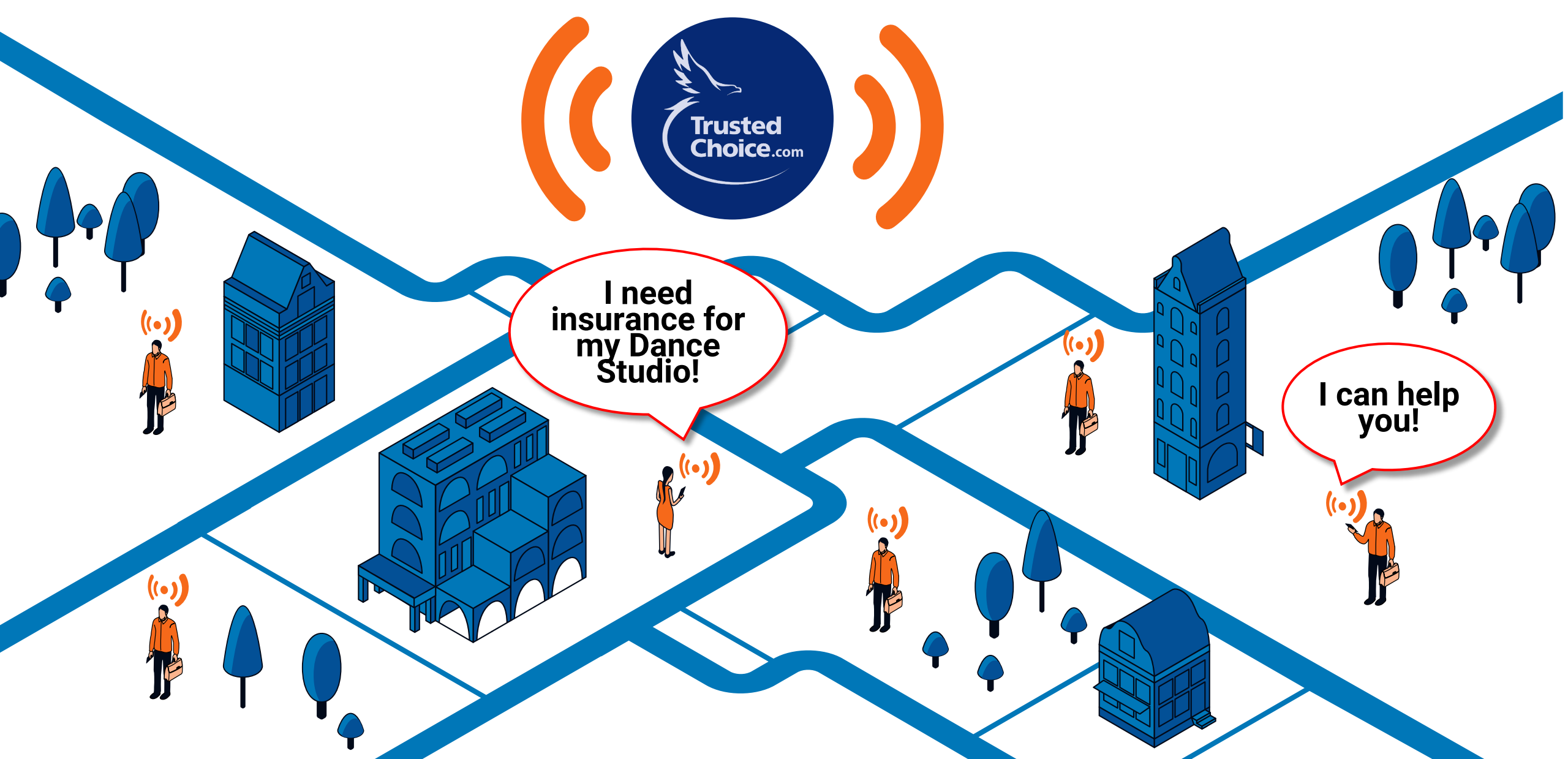
# Leads Business & Claim-It

**Advantage**



I need insurance for my Dance Studio!

I can help you!



How Claim-It works...





**We Are Now Helping IA Channel  
Insurance Companies to Better  
Distribute & Monetize their Extra  
Insurance Sales Leads.**

# Lead Partner Integrations in Progress



Nationwide®

*PROGRESSIVE*®

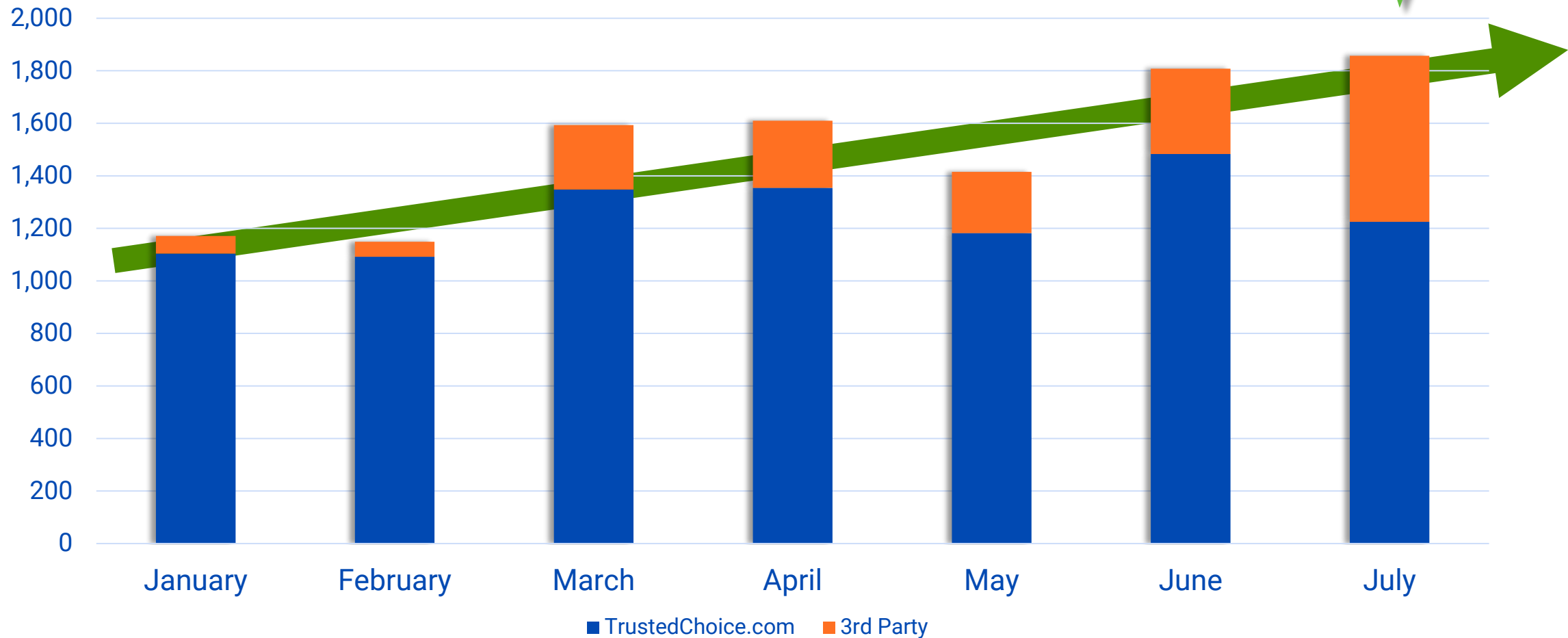


**KERNAN**



Up 63%  
since  
January

# Total Claim-It Lead Volume Growth





# Partner Leads Will Scale Rapidly

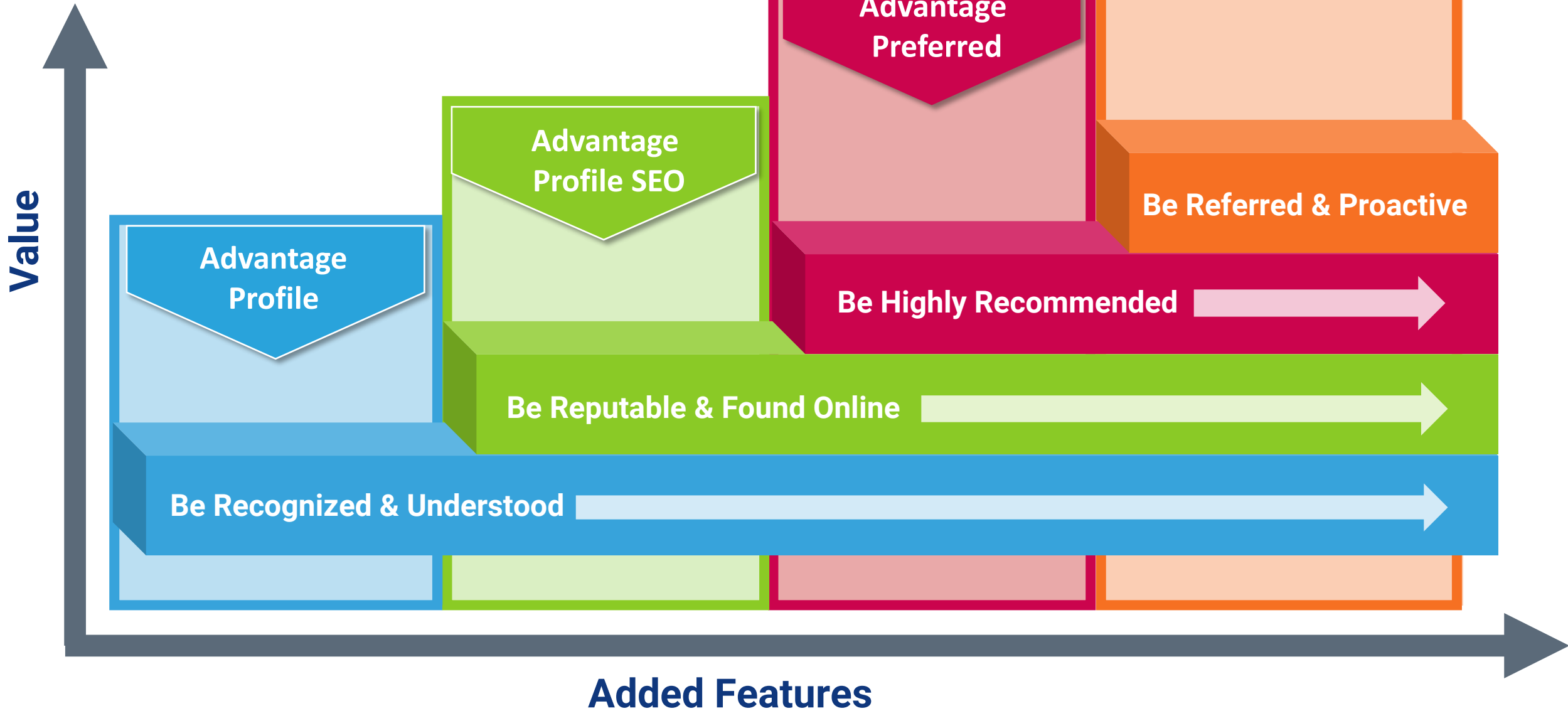




# Advantage Product for Agents

# Give your agency an **Advantage!**





# TC.com Insurance Opportunities Are The Best!

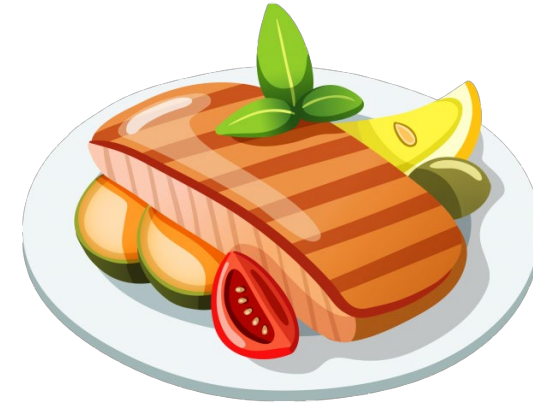
## Our Referrals & Claim-It Leads are...

- ✓ **INBOUND**
- ✓ **REAL-TIME**
- ✓ **ORGANIC**
- ✓ **HIGH-INTENT**
- ✓ **APPETITE MATCHING, and**
- ✓ **EXCLUSIVE**



## Agency ROI Metrics

- ✓ Local Online Shoppers Attracted: 16,000 per agency
- ✓ Search Engine Crawls of an Agency Profile: 3,285
- ✓ Directory Views of an Agency Profile & Star Rating: 2,287
- ✓ Content Page Recommendations of an Agency: 1,910
- ✓ End-of-Funnel Recommendations of an Agency: 541
- ✓ Appetite-Matching Claim-It Lead Notifications: 424





Alabama Agency Success Story - Lisa Harkey

10 views • 6 days ago



Kansas Agency Success Story - Ryan Standefer

12 views • 13 days ago



Rhode Island Agency Success Story - Chris Brook

44 views • 3 weeks ago



Georgia Agency Success Story - John D'Angelo

20 views • 1 month ago



New York Agency Success Story - Michael Amoia

26 views • 1 month ago



Agent Success Stories Mash Up 2021

83 views • 2 months ago

# Agency Success Stories

TrustedChoice-com Advantage

Texas Agency Success Story - Amanda Beat

27 views • 2 months ago



Alabama Agency Success Story - Robert Roux

17 views • 2 months ago



38 Insurance Signs in 38 Seconds: Chip's Collection

56 views • 3 months ago



Texas Agency Success Story - Paul Rabago

37 views • 3 months ago



Arizona Agency Success Story - Sarah Mitchell



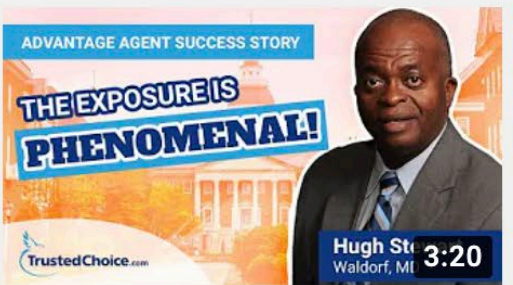
Iowa Agency Success Story - Rachel Lee



Illinois Agency Success Story - Erich Held



Ohio Agency Success Story - Rob Strachan



Maryland Agency Success Story - Hugh Stewart

Illinois Agency Success Story - Erich Held



# Platform Strategy

**Advantage**



## **Carriers: Sell Your Extra/Unwanted Leads to TrustedChoice.com**

- TrustedChoice.com is a benevolent non-competitor partner - owned by the IA channel
- We will pay more for your leads than anyone else;**
- We can distribute to far more local independent agents than anyone else;**
- We will charge those receiving agents less than anyone else;**
- We are helping independent agents, which helps you;
- We will provide a better customer experience, supporting your brand;
- We can make sure your organization gets credit with IAs for each lead shared (if desired);
- We can favor your IAs in the distribution of your leads (if desired);
- We will share all distribution/resolution data with you.**



# Q & A

**Advantage**