News and Views (State Staff)

Subj: Trusted Choice’s Pledge of Performance Updated for 2023

Deck: Trusted Choice has modernized the Pledge of Performance to fully encapsulate the work of independent agents for their consumers.

More than 20 years ago, the Trusted Choice® Pledge of Performance was created to convey the value of using an independent insurance agent to consumers. At the time, the elements it contained represented the core consumer preferences extracted from substantial market research, which provided the context behind the brand. In other words, the pledge represented a consumer’s experience when working with an independent insurance agent.

In the early years of building the Trusted Choice consumer brand presence in the marketplace, the Pledge of Performance became a critical piece of our brand messaging, and many member agencies included the brand promise on their websites and other marketing materials.

Consumer preferences have evolved, and the original brand promise was no longer resonating. Further, many of the tenants are simply table stakes in today’s environment.

However, a brand promise remains a critical element of any successful brand. With that in mind, the Trusted Choice team set out to modernize the Pledge of Performance so that it connects the core attributes of independent agents with what consumers desire. The team worked with a group of stakeholders that included agents from around the country, insurance carrier marketing executives, key staff members and legal counsel.

The updated version is the result of an iterative process that encapsulates input from those involved, focuses on clear and relevant brand attributes, and avoids taking on unreasonable errors & omissions exposure.

Here is the updated pledge:

***Our Pledge of Performance promises that we will:***

* ***Understand your needs as a member of your local community.***
* ***Use our broad market access to provide you choices that help result in solutions to address your needs.***
* ***Communicate quickly and effectively in a way that works for you, whether it’s in-person or electronically.***
* ***Provide sound guidance as a knowledgeable professional who is passionate about insurance.***
* ***Be there to help you adapt your coverage as your family’s and business’s needs change.***
* ***Be a trusted resource who supports and guides you through the claims process.***

The updated [Pledge of Performance](https://www.trustedchoice.com/about-us/pledge-of-performance/) will allow us, once again, to emphasize the unrivaled attributes that independent agents bring to their clients and prospective clients. Thousands of independent agencies across the country have used the Pledge of Performance on their websites, business proposals and marketing materials.

Please encourage your members, if they have used the Pledge of Performance before, to update theirs to this new version.

If any of your members have never used it, we ask you to encourage them to do so and join the groundswell of independent insurance agents nationwide that make us the trusted choice for consumers.