



# ARE YOU **MAXIMIZING** YOUR BIG “I” MEMBERSHIP BENEFITS WITH **TRUSTED CHOICE**®

By Tom Bates, IIABSC Trusted Choice® Chairman

“Now, what is Trusted Choice®? How is that different from the Big ‘I’?” Is a question that I get over and over again as I talk to other agents when they see the Trusted Choice® logo on the door of our agency or my business card. I never get tired of answering, because I appreciate Trusted Choice® and what it has done for my agency, and I believe it can do just as much for your agency without diminishing its value to mine. In fact the more agencies that participate in co-branding with Trusted Choice®, the better.

I can say with absolute certainty that if your agency has not added the Trusted Choice® logo to their agency sign, website and business cards, you are not getting the full benefit of IIABSC membership.

What is it exactly? Trusted Choice® is the brand of independent insurance agents, created by our national association. It’s not a market-access program, and it’s much more than just advertising and public relations resources, although Trusted Choice® include both. Branding is your identity and relationship with the consumer. Trusted Choice® is not meant to replace your agency’s unique identity, but instead supplement it with the message of why consumers should choose an independent agent in the first place: Choice, Customization and Advocacy.

In fact, retaining your agency’s identity and everything that makes it special is the point. Seeing the Trusted Choice® logo associated with a diverse group of professionals only reinforces its message. We’re independent. We aren’t tied down to one policy or one provider’s rates. We aren’t required to serve the consumers that a corporate office in Washington, D.C. decided upon from hundreds of miles away. The only thing that we are required to do is to uphold the standards of service stated in the Pledge of Performance. The rest is up to us to do as we see fit.

This talk of freedom leads us to one of the newest opportunities that co-branding your agency with the power of a national brand can bring your agency, participation in the new national Freedom Campaign. Our national association invested a lot of resources to develop this campaign, more than any of us could have done on our own. Campaign materials (print ads, digital banner ads, letters, postcards, self mailers) feature images of professionals bound in cages, chains, ropes and clear

but solid boxes asking “Is your agent free to get you a better deal? Independent Agents are free to do what’s best for you.” All of these materials are available to you at no charge from the Agents Resource Website, [www.trustedchoice.com/agents](http://www.trustedchoice.com/agents), customizable with your agency’s information.

Not only was this campaign developed alongside advertising professionals, but it was consumer tested as well. Eighty-four percent of the test subject agreed after viewing campaign materials that independent agents were better suited to meet their insurance needs. Seventy-eight percent were more likely to use Trusted Choice® independent agents.

Another major investment of the Trusted Choice® brand is its consumer website, [trustedchoice.com](http://trustedchoice.com). Used in conjunction with the Freedom Campaign, It offers information consumers can use in their search for coverage along with the ability to get an online quote, which is a process that leads to the selection of a local independent agent to advocate on their behalf. The website promotes the benefits of using independent agents while helping your agency meet the needs of the next generation of insurance consumers, those who research insurance coverage online.

Worried about the expense involved with adding another logo to your agency’s materials? You don’t have to replace everything all at once, and national has a Marketing Reimbursement Program to help you get some of your expenses back. The program is first come, first served with no lifetime limits. That means that in the first year you could add Trusted Choice® to your agency website and get a portion of your expenses back, up to \$250. The next year you could replace your agency sign. The next year you can update the agency letterhead and business cards as they run out. As long as there is money in the program every year you could get a portion of your co-branding expenses back.

There are other ways to co-brand your agency with Trusted Choice® that doesn’t involve any expense at all, only the time of training your agency to update a few procedures and build a new habit. For example, one big agency in the Upstate has everyone answer the phone with a greeting and the agency’s name followed by “Your Trusted Choice® agency.”



IS YOUR  
INSURANCE AGENT  
FREE TO GET YOU  
A BETTER DEAL?

AN INDEPENDENT AGENT  
HAS FREEDOM OF CHOICE.

With access to many different providers, **Trusted Choice® Independent Agents** have more options at their fingertips. They can competitively shop around for you and put together a plan that suits both your needs and your budget. The only one they answer to is you.

Find your independent agent. Find a better deal at [trustedchoice.com](http://trustedchoice.com)

Free to do what's right for you.™



LET'S TALK ABOUT WHAT  
FREEDOM OF CHOICE CAN DO FOR YOU.

Jane Sullivan  
800-123-4567



Above is a template from the Trusted Choice® Freedom Campaign, which offers print ads, digital banner ads, letters, postcards and self-mailers for your agency to use in communications with local prospects. The campaign was developed by professionals and is consumer-tested.

## TRUSTED CHOICE® PLEDGE OF PERFORMANCE

Trusted Choice® agencies are insurance and financial services firms whose access to multiple companies and commitment to quality service enable us to offer our clients competitive pricing, broad choice of products and unparalleled advocacy.

As a Trusted Choice® agency, we are dedicated to you and are committed to treating you as a person, not a policy. This commitment means we shall:

- Work with you to identify the insurance and financial services that are right for you, your family or your business and use our access to multiple companies to deliver those products.
- Guide you through the claims process for a prompt and fair resolution of your claim.
- Help you solve problems related to your coverage or account.
- Explain the coverages and options available to you through our agency, at your request.

- Return your phone calls and e-mails promptly and respond to your requests in a timely manner.
- Provide 24/7 services for our customers, offering any or all of the following: emergency phone numbers, Internet account access, e-mail and call center services.
- Use our experience and multiple company relationships to customize your coverage as needed.
- Commit our staff to continuing education so they may be more knowledgeable in serving you.
- Treat you with respect and courtesy.
- Conduct our business in an ethical manner.



We pledge this to you, our clients and ask that you let us know if we fail to meet our commitment, so we may take corrective action.