

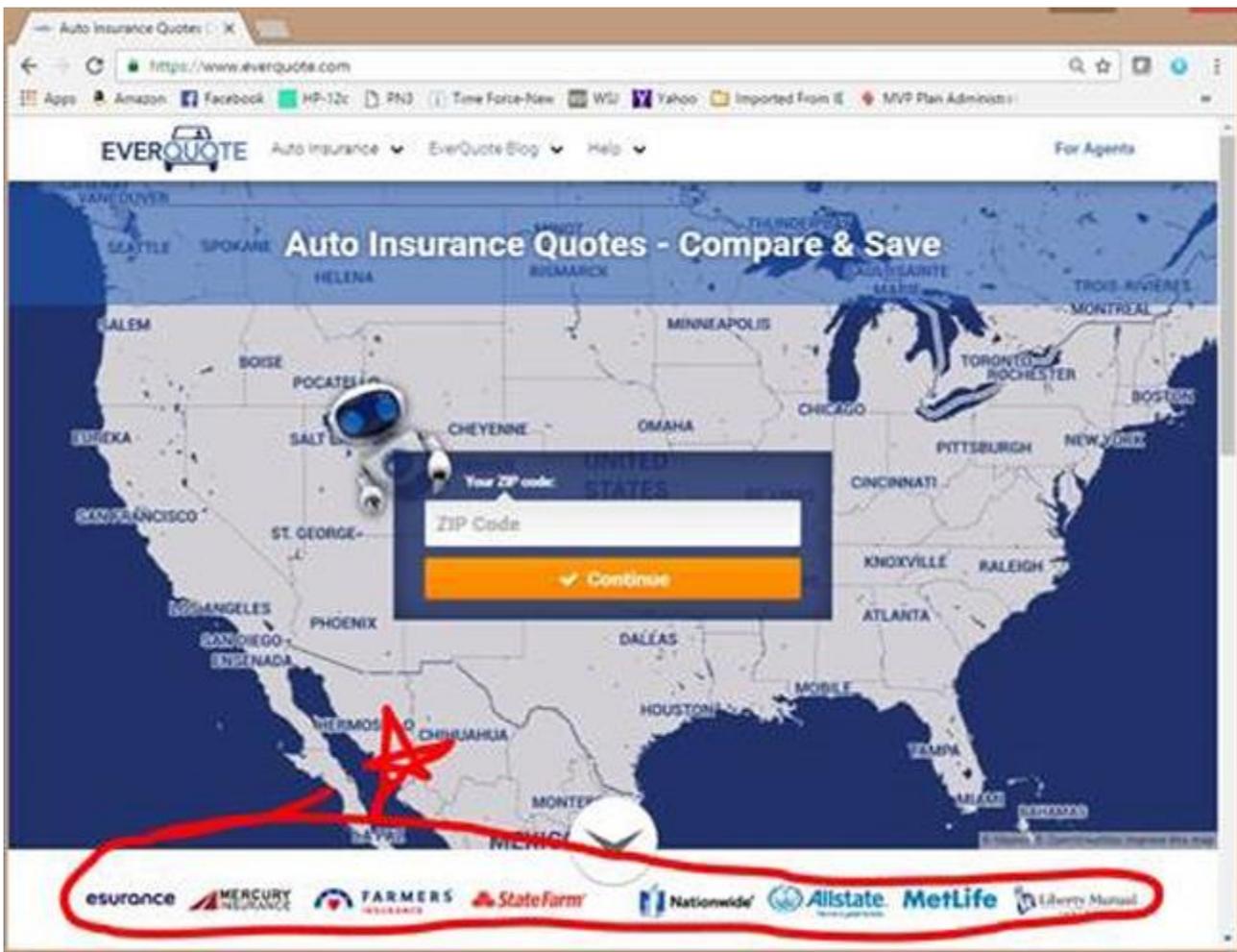
STUDENT OF THE INDUSTRY PARTING SHOT

What's in a Logo?

Considerations on Using Insurer Logos

By Paul Buse, President of Big I Advantage®

Recently I was distracted by an advertisement on my Skype screen to obtain information related to insurance. Naturally, I clicked on it and I ended up at the Web site shown below. With the array of insurer logos circled below in red, I was intrigued.



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Source: www.everquote.com

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The reason I was intrigued is that the logos are from insurers that represent different distribution strategies. I asked myself, "How could one entity have all these agency appointments?" It appears that the owner of the website is an aggregator of insurance leads. They are also a licensed agent in several states I checked. I did not see that Everquote was an appointed agent of any insurers in the two states I checked.

These brings me to the point of this week's Student of the Industry: **Be very careful with insurer logo use.**

What's the big deal?

Beyond the practical desire to not surprise any insurer that you used their logo, as agents you should be aware that licensing considerations and unfair trade practices are a major consideration. Insurance regulators want to know which agents can bind the insurers into contracts, pay claims on the insurer's behalf, etc. Use of logos infers such authority. Insurance departments are also interested that the insurers who have agents in the field properly register them and pay the proper fees.

So, as students of the industry in marketing your agency, be very careful with your use of any insurer logos. You should know your state regulations on what's required in addition to just showing the logo. If in doubt, always ask the insurers you have access to or the intermediary that makes that access available to you.