



Trusted Choice[®]
INDEPENDENT INSURANCE AGENTS

Trusted Choice® Company Partners

AAA of Minnesota and Iowa

Acadia Insurance Company

Accident Insurance Services

Allstate Independent Agents

American Collectors Insurance

American Risk
Management Resources Network

The Beacon Mutual Insurance
Company

Berkley Mid-Atlantic Group

Berkley North Pacific Group

Berkley Regional Specialty Insurance

Berkley Southeast Insurance Group

Broome Co-operative Insurance
Company

Burns & Wilcox

Central Insurance Companies

Continental Western Group

Community Mutual

Co-operative Insurance Companies

The Cumberland Insurance Group

Donald Gaddis, Co., Inc.

Dryden Mutual Insurance Company

EMC Insurance Companies

Encompass Insurance

Foremost Insurance Group

Franklin Mutual Insurance Company

Frontline Insurance

Frontline Insurance Unlimited

Gabor Insurance Services

Grange Insurance

The Hartford

The Hartford Steam Boiler Inspection
Company

The Insurance Center, an Alaskan
Corporation

InsurBanc

Integrity Insurance

Iowa Mutual Insurance Company

Kingstone Insurance Company

Liberty Mutual Insurance

The Main Street America Group

Markel Corporation

MetLife Auto & Home

MMG Insurance

The Motorists Insurance Group

Mutual Benefit Group

The National Security Group

Nationwide Insurance

North Star Mutual Insurance
Company

Ohio Mutual Insurance Group

Progressive

Rain and Hail, a Chubb Company

Risk Innovations, LLC

Safeco Insurance

Selective Insurance Company of
America

SES Insurance Brokerage Services,
Inc.

SFM Insurance Company

State Auto Insurance Companies

Sterling Insurance Company

Swyfft

Travelers

Union Mutual of Vermont

Union Standard Insurance Group

W.R. Berkley Corporation

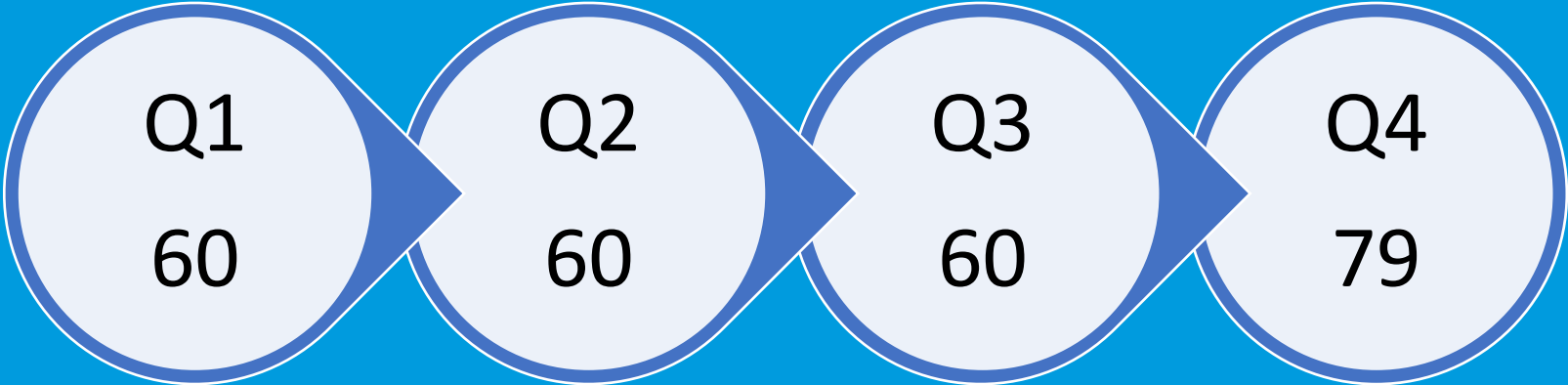
Western National Insurance Group

Westfield Insurance

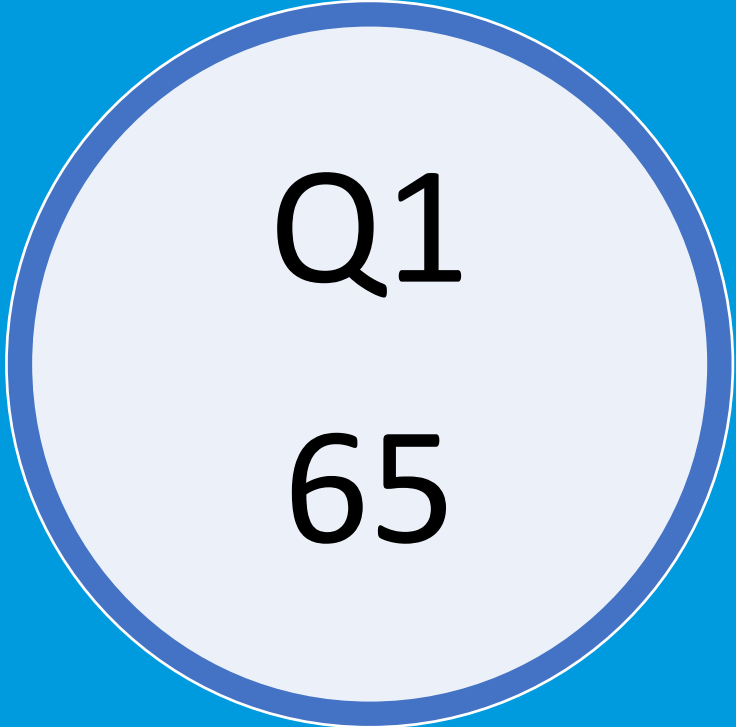
Wilson Mutual Insurance Company



NPS
Update
2018



NPS
2019 Goals



Q1

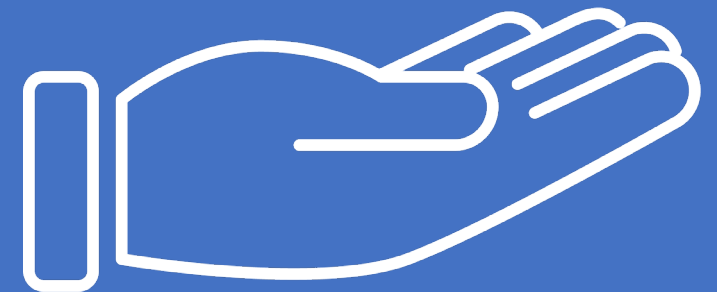
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Trusted Choice Member Resources

Assist

Brand

Connect





Digital Traffic Update

Expanded Strategy



Content



Email



Social

Organic
Paid



Display

Protect and Cherish What is Valuable to Customers Through Deep Community Connection

Value to Markets

Millennials

Trusted Choice agents hear my concerns and will help me find solutions for my current situation and as my needs change over time.

Established Families

Trusted Choice agents work in my community and understand the full picture of my family's needs. If a claim is filed, they walk me through the process and minimize impact on daily life.

Baby Boomers

Trusted Choice agents will help me navigate the next stage of my life. They understand the full picture of my life from purchasing an RV, downsizing, and traveling while mitigating risk and ensuring I am protected.

Small Business Owners

Trusted Choice agents help protect and mitigate known and unforeseen risks for me by understanding my business. Like me, they are SBOs in my community serving as trusted advisors.

Content Pillars

Keep it Simple

Smart, working professionals who understand the importance of insurance but need help navigating their options.

Future Focus

Need assurance that they are covered as needs change. They are at different life stages from their peers and don't want "one size fits all."

Putting Down Roots

The family is investing in large, long term assets benefiting 3+ people. They need help navigating coverage options.

Room to Grow

The family is growing up. They need coverage for new assets and savings for the future.

Full Speed Ahead

Still working, empty nester who starting to downsize. They are investing in recreation assets and healthy lifestyle choices. They need new coverage options.

New Horizons

Retired empty nesters starting to downsize or move. They have more free time and are invested in health, traveling, and family time.

People Focus

Committed to providing a quality environment for employees and protecting the business from employee liability.

Protecting the Business

Committed to protecting the physical assets of the business and looking toward future growth needs of the company.

Renter's insurance
Pets
Savings
Car
Insurance ed

Marriage
Life insurance
First home/condo
First baby
401K/savings
Future needs ed

First/multiple babies
First home
Pets
Car
General savings/401K

Second house
Vacation home
Recreation vehicles
Big Savings/College fund
Growing needs ed

Vacation home
Recreation vehicles
Health and wellness
Individual insurance plans
Downsizing

Moving/downsizing
Staying active
Retirement
Life Insurance
More free time
Changing needs ed

Hiring/Retaining
Workplace wellness
Community
Work life balance

Business growth
Growing space needs
Asset/data protection
Future need ed

Trusted Choice Social & Email



3 Tips for a More Mindful Workplace

INSPIRE YOUR TEAM



Make mindfulness matter with quick, simple strategies for your employees that complement your other workplace health programs. With the potential for so much positive gain, it's a no-brainer.



Tip #3: Reinforce Mindful Habits

Set a phone alarm or a 15-minute calendar invite to cue a mindfulness break. Consistency is key for seeing benefits.

[READ MORE >](#)

Connect With Us



4 Tips to Ensure the Next Family Road Trip is a Success

PLAN FOR FUN



A little planning can get you interesting activities, fun on the road, and healthy food. Make your next family trip memorable (in a good way!) with less wear and tear on everyone.



Tip #2: Plan Active Breaks

Plan your pit stops at unique locations for interesting scenery, local flair, and fun activities.

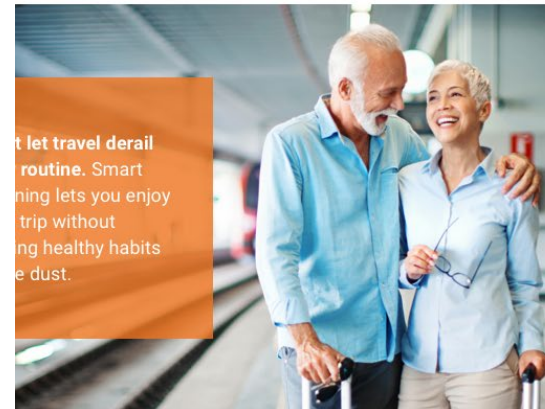
[READ MORE >](#)

Connect With Us



Happy Trails to You: 5 Steps to Healthier Travel

STEP TO IT



Don't let travel derail your healthy routine. Smart planning lets you enjoy your trip without giving up healthy habits in the dust.



Tip #3: Low- or No-Equipment Workouts

Resistance bands, DVDs or online workout videos don't need much suitcase space. Or simpler: tackle stairs to get in more steps.

[READ MORE >](#)

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Emails



Trusted Choice

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You've got it covered: the home that holds the fridge art, the memories, your family. Ensure your house is covered, too. <http://bit.ly/2TINVQB>



TRUSTEDCHOICE.COM

Learn About Homeowners Insurance

LEARN MORE



Trusted Choice

Sponsored · 🌐



You've got goals for your career – and you come to work ready to take on the day. Create a healthy balance between work priorities and carving out “me-time” as you grow your career.

📖 Read here: <http://bit.ly/2I94TWP>



trustedchoice.com

5 Ways to Advance Your Career, and Yourself

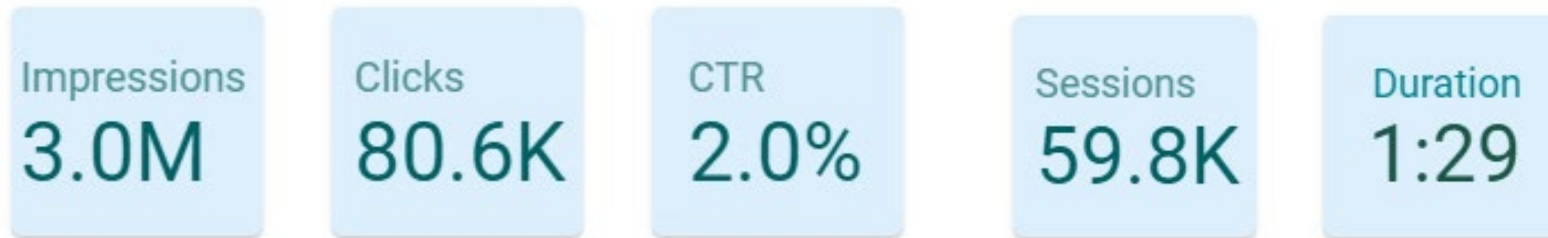
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Social

Campaign Performance

December 1, 2018 to February 28, 2019

Overall



Targeted advertising through Facebook and email marketing to four key audiences:

Millennials

Established Families

Baby Boomers

Small Business Owners

Trusted Choice Display Campaign

Home, Auto & Business Insurance
Intenders A/B Test



We're in Your Corner.

Experience the Power of
Choice with an Independent
Insurance Agent



[Find Your Local Agent](#) ↻



We're in Your Corner.

Experience the Power of Choice with
an Independent Insurance Agent

[Find Your Local Agent](#) ↻



**Running a
business is
hard work –**

LET US FOCUS ON
PROTECTING IT.



Find Your Local Agent ↗



WORK SMARTER.

Connect with us to protect your business
so you can stay focused on running it.

Find Your Local Agent ↗



**Running a
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**Work
Smarter.**

Connect with us to protect
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stay focused on running it.

Find An Independent Agent ↗

Results to Date (2 weeks)

Desktop CTR Average

0.14%



Performing above 0.03% industry benchmark.

Mobile CTR Average

0.28%



Performing well above 0.16% industry benchmark.

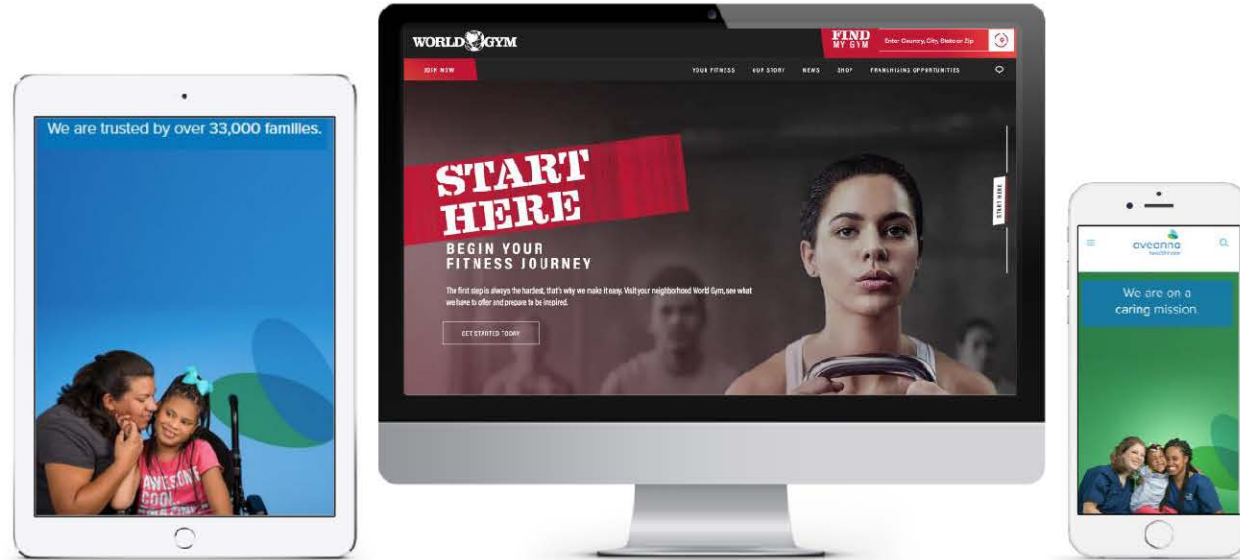


Web.com

New Benefits for Members

Websites

Build Your Brand with Websites that Look Beautiful and Get Found



www.aveanna.com

www.bhbhospital.com

www.worldgym.com



Elegant,
customizable,
scalable websites



Full-service,
talented staff
ready to help



Cascade website
updates easily
and efficiently



Customized
permissioning
levels

Trusted Choice & TrustedChoice.com Collaboration

New – Splash Page of Combined Resources

Stay Ahead with the Full Suite of

Trusted Choice[®] Resources



Agency
Profile



Branding
Tools



Share
Content



Training
Materials



Marketing
Reimbursement



Boost
Referrals



Stay Ahead with
Trusted Choice



Agency Profile



Branding Tools



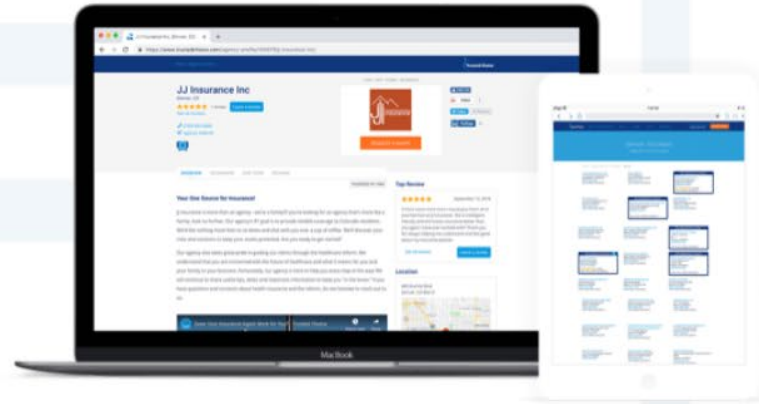
Share Content



Agency Profile

Your Agency featured on the consumer site –
www.trustedchoice.com

All members get a free profile listing on the consumer-facing site, TrustedChoice.com, where over 6 million consumers visited in 2018. Even better, you can select the types of consumers you most want to reach.



SIGN IN

Non-Advantage Subscribers



Thank you