

Welcome



Trusted Choice National Brand Update



Meet our Staff





Kevin Brandt
Executive Director



Kasey Connors
VP of Marketing Op.



Kelley Smith
Director of Traffic



Joseph Cox
Marketing Manager



Jordan Satow
Graphic Designer



Jeremy Flanagan
Marketing Coordinator



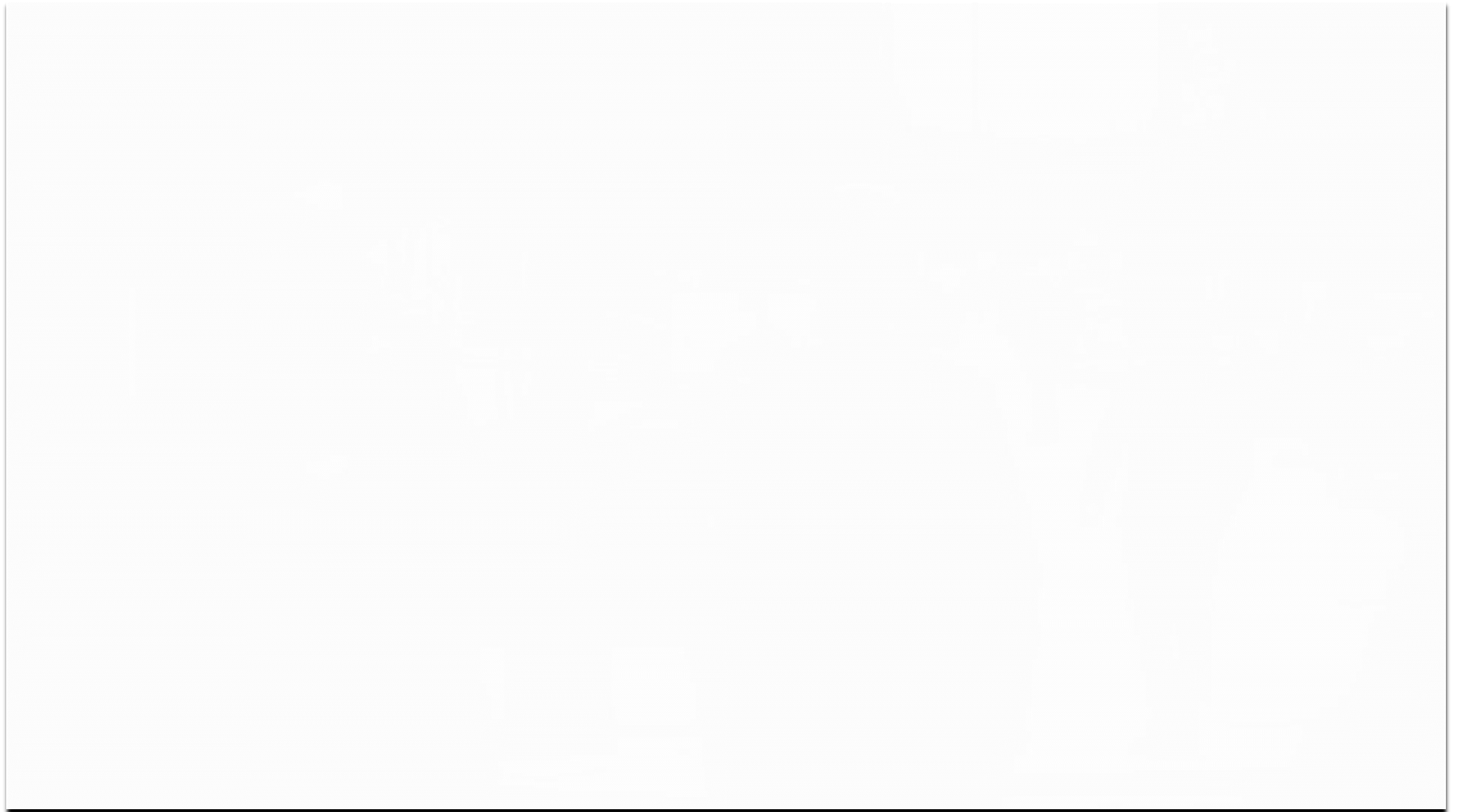
Aaliyah Cuthrell
Communications Coordinator



Ed Aaronson
Director of Video Production



Resources & Program Update



Net Promoter Score (NPS)

Checking in with members for timely feedback and service.



Q4 2018 - 73



Q1 2019 - 65



Q2 2019 - 67



Q3 2019 - 62

State Grant Program

Make-A-Wish and Consumer Grants



LOCAL

Grants FY 2019 Recap

Supporting states and members
through local marketing efforts



State Consumer Grants

Total Grants: 29
SEO States: 21
Total TC Funding: \$1.1M
State Marketing Support: \$1.5M
SEO Funding: \$615,000
Total Impressions: +30M

Make-A-Wish Grants

Total Grants: 44
Total Funding: \$412,000
Total Impressions: +500K

Grants FY 2020

Supporting states and members through local marketing efforts



State Consumer Grants to Date

Total Grants: 16
SEO States: 9
Total TC Funding: \$682K
State Marketing Support: \$1.1M
SEO Funding: \$388K

Make-A-Wish Grants to Date

Total Grants: 10
Total Funding: \$97,500



Make-A-Wish®



Thank You!

You've just helped to ensure hope.

Want to double that contribution?

Trusted Choice® will donate an additional \$10 when you share the post below, tagging @TrustedChoice and #EnsureHope.

SHARE ON FACEBOOK



Wish Meter

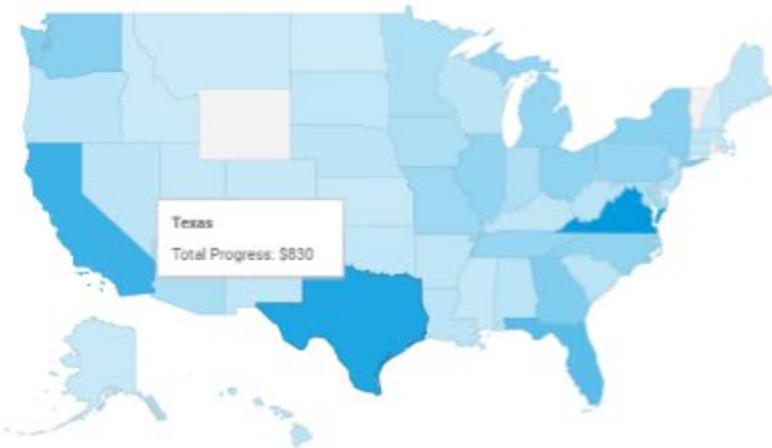
\$8.8K

Trusted Choice will donate up to **\$150,000*** with your clicks!

Making An Impact Nationwide

Each new visit to this page counts as a donation, which colors your home state a stronger shade of blue on this map.

Call on your family and friends to come join us in the effort to grant more wishes. Check back throughout September, to see the progress your home state is making!



Meet Kaia

Kaia's imagination will take you on an unforgettable journey, and now with a pretty cool mode of transportation, Trusted Choice was thrilled to grant Kaia her wish: a travel trailer, for epic family camping trips and the comfort of home wherever she goes.



Meet Luke

Make a pit stop and check out Luke's sweet new ride. Trusted Choice revved up to help give Luke his wish: a dirt bike that leaves all other adventures in the dust, and drives a brighter outlook for the future.



New Product Partnership

Web.com

Web.com

Powerful, Purpose-Built,
Conversion-Centered Websites
To Help Agency's Grow



Customizeable

Make updates or add new pages, photos, customer reviews, and content as your business evolves.



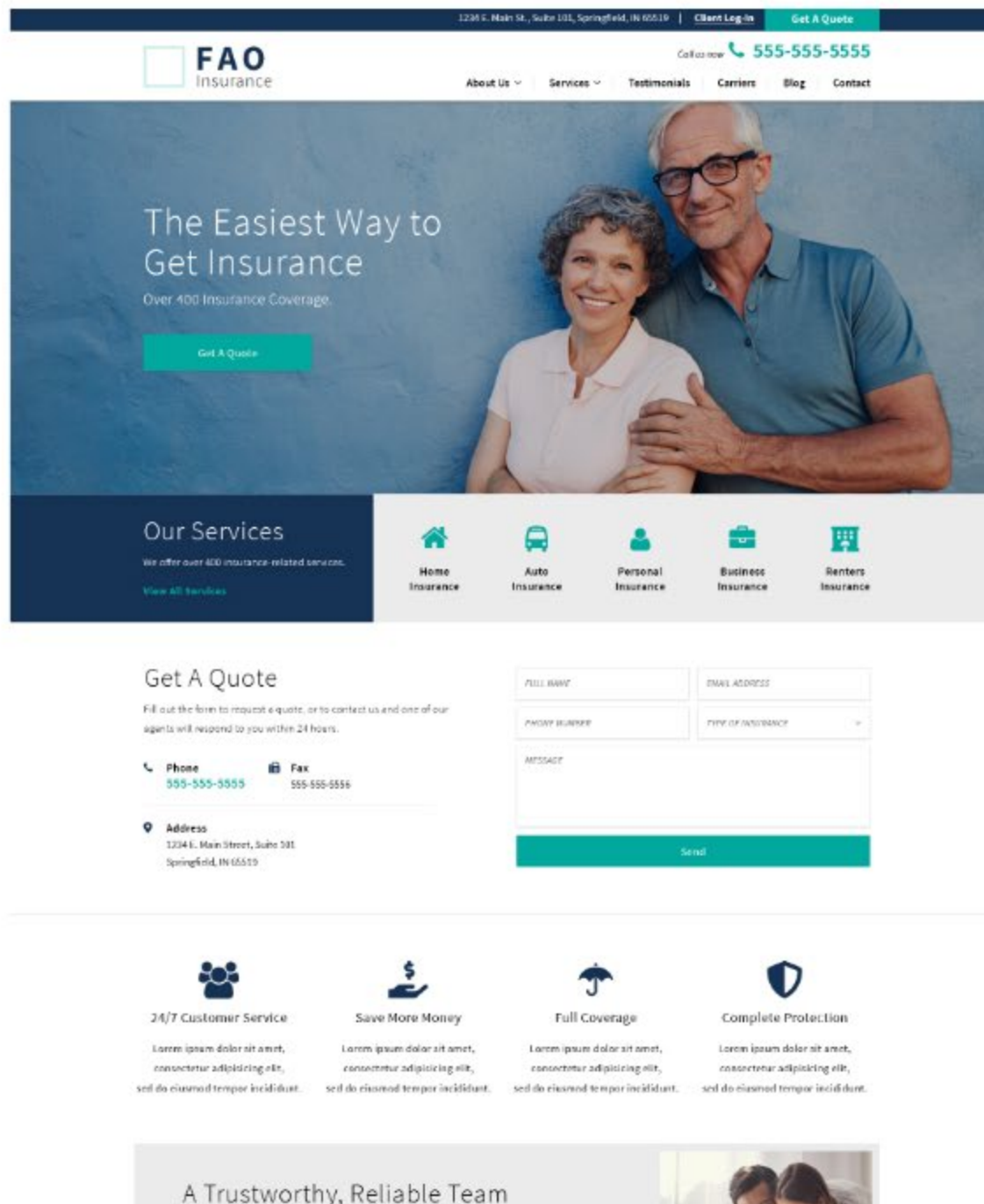
Responsive

Agents Choose from three mobile-responsive, Google-friendly website templates



Support

User training, documentation, and ongoing member services support





National Brand Update

Consumer Brand Materials Refresh

Co-branding materials for Agents and Brand Marketing Direct to Consumers

DOING BUSINESS WITH A LOCAL FEELS GOOD.

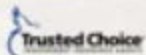
I am your hometown
Trusted Choice® insurance
agent and I want to help protect
what's important to you.
#iamyourtrustedchoice

I am Independent.
I am in your Community.
I am your Trusted Choice®
Independent Insurance Agent.



Trusted Choice

www.liaba.net
800-123-4567



Trusted Choice



Taking Care of Business: IT'S WHAT WE DO.

Partner with Trusted Choice
for custom insurance solutions
and protect what you've built.

Find your local agent at:
www.trustedchoice.com



Brand Committee



Craig Welsh
Westfield Insurance



Michael McBride
Mason-Mcbride Inc.



Jeff Ogard
Safeco - Liberty Mutual



Robbie Moore
Blanchard Calhoun



Viviana Buzo
Trustedchoice.com



Jake Bramlett
Bramlett Insurance



Kevin Ament
Progressive Insurance