



Trusted Choice® is the nationally recognized marketing brand created exclusively for Big "I" (Independent Insurance Agents & Brokers of America) members to help consumers understand the value that an independent agent offers. This is not a market access program but a brand that is designed to highlight the strengths of independent insurance agents: **Choice, Customization, and Advocacy.**

## WHY TRUSTED CHOICE?

Trusted Choice was created by the Big "I" independent insurance agents and carrier partners to highlight the benefits independent insurance agencies and brokerages offer consumers: choice of companies, customization of policies and advocacy support. Trusted Choice is one of the many exclusive benefits afforded to Big "I" members.

## WHAT ARE THE BENEFITS OF BEING PART OF THE TRUSTED CHOICE BRAND?

Trusted Choice provides national advertising and other strategic tools to reach and influence consumers. The brand offers IA's greater consumer awareness by providing top quality resources to assist them in effectively marketing and advertising in their local marketplace. Trusted Choice is designed to enhance your local marketing and highlight the value Independent Agents bring to consumers.

**As a valued member of the Independent Agents of Virginia you are automatically enrolled in TrustedChoice.org which provides your agency with...**

### TRAINING:

Advertising 101 | Digital reviews of website and social channels | Customer service skills



### AGENCY PROFILE:

- FREE basic profile and listing in the Agent Directory on consumer website: [trustedchoice.com](https://trustedchoice.com)
  - Agency Name
  - Location
  - Phone Number

### BRANDING:

- Use of Trusted Choice logo
- Exposure through national advertising and public relations campaigns
- Access to customizable advertising materials
- Consumer articles to use on Social Media

### MARKETING REIMBURSEMENT:

Receive up to \$1500 for...

- Co-branded advertising with the Trusted Choice logo.
- Upgrading your website with a Trusted Choice preferred partner

Trusted Choice also offers optional upgraded subscriptions. IIAV has created the chart below to make it easier for our members to compare and make an informed decision about their Trusted Choice subscription options.

CHOOSE THE RIGHT ADVANTAGE FOR YOUR AGENCY	ADVANTAGE Be Understood	ADVANTAGE SEO Be Found	ADVANTAGE PREFERRED Be Recommended	ADVANTAGE PROFESSIONAL Be Referred
Included in the Agent Directory with a "Recommended Agency" label. It is also actively recommended to insurance shoppers when they enter their criteria that include LOB, current insured situation, estimated premium, and contact information.	✓	✓	✓	✓
Access to a Trusted Choice Agency dashboard that tracks their opportunities and referrals.		✓	✓	✓
Advance placement on consumer search results pages.		✓	✓	✓
Recommended to insurance shoppers when they enter their criteria.			✓	✓
Real-time notifications and access to <i>Claim-It</i> leads.				✓
Receive exclusive inbound email and phone referrals plus inbound warm phone transfers.				✓
"Claim" the day's extra unassigned prospects (optional).				✓



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### CHOOSE THE RIGHT ADVANTAGE FOR YOUR AGENCY

Included in the Agent Directory with a "Recommended Agency" label. It is also actively recommended to insurance shoppers when they enter their needed contact and quote information.

Access to a Trusted Choice Agency dashboard that tracks their opportunities and referrals.

Advance placement on consumer search results pages.

Five star rating and reviews.

Recommended to insurance shoppers when they enter their criteria.

Real-time notifications and access to *Claim-It* leads.

Receive exclusive inbound email and phone referrals plus inbound warm phone transfers.

"Claim" the day's extra unassigned prospects (optional).

#### ADVANTAGE

Be Understood



#### ADVANTAGE SEO

Be Found



#### ADVANTAGE PREFERRED

Be Recommended



#### ADVANTAGE PROFESSIONAL

Be Referred

