

TRUSTED CHOICE® BASICS



Q. What is trusted choice?

Trusted Choice® is the national 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.**

Q. What is the Big "I"?

The Big "I" is a national association offering more than 25,000 independent agency locations and the employees the tools, resources, advocacy and support to maintain excellence in business and customer service. Independent insurance agencies and brokers represent more than one insurance company so they can offer a clients a wider choice of auto, home business, life and health coverage as well as retirement and employee benefits products.

Q. Why Trusted Choice?

Trusted Choice was created by the Big "I" volunteer interdependent insurance agents and carrier partners to 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.

Q. What are the benefits of being part of the Trusted Choice brand?

Trusted Choice is the premier consumer brand for independent insurance agents and 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 agencies benefit from the following:

- Licensed use of the consumer tested logo and Pledge of Performance.
- Exposure through national advertising and public relations campaigns.
- Customizable advertising materials.
- Informative consumer articles that can be used in agency newsletters, websites, social media or mailing.
- Support from many Trusted Choice industry partners.
- **Marketing Reimbursement Program:**
Receive up to \$1500 for co-branding with the Trusted Choice logo, upgrading your website with a Trusted Choice preferred partner or upgrading your subscription on [trustedchoice.com](https://www.trustedchoice.com), the brand's consumer-facing website that directs customers to nearby Trusted Choice agents.