



Independent Insurance Agent

As independent agents & brokers, we must create an identity with consumers. We need to convey to them the value of purchasing their insurance through us. That is why we need Trusted Choice®.

We know that your agency already has its own brand. Trusted Choice® is not meant to compete with that but instead enhance it, like a stamp of approval. Here's how to...

Take Advantage of the Brand

1 Use the Logo

Use it on your letterhead, your business cards, your website, your newsletter, etc. The more agencies that make use of the Trusted Choice® logo, the stronger the brand will become.



2 Use the Pledge

Hang it in your office, add it to your website, post it socially. Displaying the Pledge of Performance establishes your commitment to your customers and to quality customer service.



3 Marketing Money

Receive up to \$500 per location just for co-branding your materials such as business cards, letterhead, envelopes, signs, website, etc. with the logo and Pledge of Performance.



4 Content to Use

We know that coming up with content to share socially isn't always easy. That's why we've gathered text, images and links you can use in your own social channels to save you time.



5 TrustedChoice.com

Did you know 75% of personal insurance consumers research online before purchasing? The new Trusted Choice.com will help them find you and also receive an online quote (coming soon)! Complete your enhanced profile today to ensure your agency is represented.

