

***Insurance Times:*** Four insurers join Trusted Choice

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Four leading insurance carriers have signed on as founding sponsors of Trusted Choice, the new consumer marketing brand created by the Independent Insurance Agents of America (IIAA) and independent agency insurance companies, said IIAA CEO Robert A. Rusbult.

"These companies understand, as do others, that Trusted Choice agencies will be the valued and preferred choice of consumers," said Rusbult.

The companies that have committed to the program are Safeco, of Seattle Wash.; National Grange Mutual/Old Dominion Insurance, of Keene, N.H.; Encompass Insurance, of Chicago, Ill.; and The Hartford, of Hartford, Conn. Investment varies for each company and is based on a percentage of the company's property-casualty premium written through independent agencies. Combined, their commitment in the program totals more than a half million dollars.

"These companies understand that by investing in their sales force, they are ensuring their own future," said Ronald A. Smith, CPCU, chairman of IIAA's Communications Committee.

Promotion of the Trusted Choice brand will be accomplished through advertising, public relations, local agency marketing and a Web site. All forms of media will direct consumers to [www.TrustedChoice.com](http://www.TrustedChoice.com), where they will find an agency locator and current consumer insurance information.

Trusted Choice is also supported financially by member agencies, which pay a fee to participate in the program: \$250 for agencies with nine or fewer employees, \$499 for agencies with 10 or more staff. Agency sign-up for the program began last week and is available at [www.TrustedChoice.com](http://www.TrustedChoice.com).