

THE MAJOR VALUE AREAS WE BRING TO THE CONVERSATION

— It's not just about price. It's about the value behind it. —



1

LOCAL SERVICE

- Real people you can call when something happens.
- Local, accessible, and involved in your community.
- You're more than a policy number—we know your name.



2

WE HELP PEOPLE

- We're here to help, not pressure.
- Sometimes that means saving money.
- Sometimes it means improving coverage.
- Sometimes it means helping you avoid costly mistakes.



3

CLAIMS SUPPORT

- Anybody can promise a cheap price.
- The real question is: What happens when something goes wrong?
- We're here to guide you through stressful situations.



4

STRENGTH & STABILITY

- Over 100 years of helping people.
- Backed by one of the largest and most recognized insurance companies in America.
- Big company strength. Local personal service.



5

COVERAGE CONFIDENCE

- Most people don't know what coverage they have.
- We help you understand what you're paying for.
- We identify gaps and make sure you're properly protected.
- Good insurance is about protection—not just price.



6

RELATIONSHIPS OVER TRANSACTIONS

- We're not looking for one-time sales.
- We want long-term relationships.
- Built on trust, consistency, and helping you over time.



USE THE RIGHT
VALUE AT THE
RIGHT MOMENT



FAST CUSTOMER

Keep it short and simple.



ANALYTICAL CUSTOMER

Use coverage confidence.



RELATIONAL CUSTOMER

Use local service and relationships.



CAUTIOUS CUSTOMER

Use claims support and reassurance.



THE GOAL

Sound confident.
Sound helpful.
Sound real.