

## Trusted Choice® Frequently Asked Questions

### **Do I have to display the Trusted Choice® logo?**

Unlike an association logo, which merely connotes membership in an organization, a marketing brand conveys the promise of performance, quality and/or purpose. Trusted Choice® highlights the benefits of working with an independent insurance agent or broker—a *trusted* advisor and advocate who can offer consumers a *choice* of products and markets. These are the qualities consumers value most in an insurance provider.

### **How do I use the Trusted Choice® logo in conjunction with my own agency identity?**

Your agency already has a strong local brand. Now you can add to that strength by leveraging a powerful national brand that can evoke immediate and strong feelings in consumers, enabling you to:

- Leave the customer thinking first of “value”;
- Survive a crisis (i.e. hard market);
- Attract and retain good employees and carriers, and
- Sustain and grow market share.

Using the Trusted Choice® logo in addition to your agency’s logo is what is called “ingredient branding.” What is an “ingredient-brand”? Consider a new Dell® computer. On the box, and on the computer itself, are stickers that say “Intel Inside.” In consumers’ minds, that translates to a faster, more powerful device. As a brand, Intel doesn’t supersede the computer, just as Trusted Choice® won’t supersede an agency — but it adds value, which is why it’s called a branding “ingredient.” The Trusted Choice® brand, including the Pledge of Performance, add value to your agency, and you want the consumer to know that, which is why you should include the Trusted Choice® logo in addition to your agency’s logo.

### **How do I address the 24/7 promise in the Pledge?**

From time to time the "24/7" component of the Pledge has led to a variety of questions from Trusted Choice® members. To review this prong of the Pledge it states: "Provide 24/7 services for our customers, offering any or all of the following: emergency phone numbers, Internet account access, e-mail and call center services".

Accordingly, there is some latitude for Trusted Choice® members to adhere to the spirit of the pledge in a variety of ways, such as posting 800 numbers for carrier call centers on the agency's website and furnishing them as a recording on the agency's answering machine for after-work hours. Some members do subscribe to a 24/7 service that will respond to calls after normal working hours and some agencies have personnel equipped with cell phones and they rotate covering a time slot after normal working hours.

Essentially, the concept behind the 24/7 pledge is meant to provide an avenue to allow a customer some way to access either an agency or carrier resource after normal working hours to convey a request or need. Agents have found that customers

increasingly appreciate this capability and it provides an advantage to marketing to potential customers and retaining existing customers.

Additionally, in this Internet age, today's consumers no longer conduct their personal business exclusively during business hours. Having a staff member "on-call" enables your agency to capture after hours business that would have otherwise been lost.

**Do I have to use the national ads, or can I produce my own?**

While you do not have to use the nationally produced, tag-able ads, doing so will save your agency money on production costs. All of the ads consistently convey the brand promise spelled out in the Pledge of Performance. If you do produce your own ads, you must adhere to the logo guidelines when including the Trusted Choice® logo. Tag-able versions of the Trusted Choice® television, radio and print ads are available at [www.TrustedChoice.com/agents](http://www.TrustedChoice.com/agents), under Advertising.

**Why isn't my agency showing up on the Trusted Choice® Agency Locator and how do I update my locator profile?**

Consumers are directed to the Trusted Choice® website to find an agent near them. To be included in the Agency Locator located at [www.TrustedChoice.com](http://www.TrustedChoice.com). Trusted Choice® agencies must complete an Agency Profile with some basic information.

*To create or update a profile, agencies should:*

1. Locate your agency User ID and Password from your e-mail confirmation receipt.
2. Go to [www.TrustedChoice.com/agents](http://www.TrustedChoice.com/agents)
3. Enter User ID and password.
4. Select the "My Account" button in the bottom right corner of the page.
5. Select the "Click here to update profile data" button.
5. You must proceed through the update process until it notifies you that your profile has been updated, otherwise the data will not be saved. It will ask you for general agency info, as well as languages spoken, states you do business in, insurance lines written, and insurance company appointments.
6. Upon completing the profile, it takes one business day for the system to update records. You will not be listed on the consumer site until one day after you have successfully completed your profile update.

The above steps for creating or updating a profile also must be taken for each branch agency that is added. This can be done by the main office administrator or delegated to an administrator from each branch office.

**Can I link to [www.TrustedChoice.com](http://www.TrustedChoice.com) from my agency site?**

We encourage you to promote the Trusted Choice® logo and Pledge of Performance on your agency's Web site. Additionally, adding a link to [www.trustedchoice.com](http://www.trustedchoice.com) from your website helps build the organic search engine results for your brand's website which in turn drives more consumer traffic to Trusted Choice® members. Adding the logo and link is easy, simply provide the following HTML to your web site vendor or webmaster and they can include it on your site.

**To use the horizontal version of the logo:**

`<a href="http://www.trustedchoice.com/pledgeofperformance.htm" ></a>`

**To use the stacked version of the logo:**

`<a href="http://www.trustedchoice.com/pledgeofperformance.htm" ></a>`

**Where do I get logo slicks?**

We do not offer logo slicks however we have made available electronic versions of key documents, including logos, specifications (rules) and usage guidelines. The electronic versions of the logo, which can be downloaded at [www.TrustedChoice.com/agents](http://www.TrustedChoice.com/agents), under Logos, are superior in quality, easier to share with vendors, and more cost-effective to print and distribute. We also encourage you to review the Logo Signature Guide which can be downloaded from the same logo page.

**Do I always have to use the “®” after the words Trusted Choice®?**

In order to best protect the name, it is important to consistently include the registered symbol with each mention of Trusted Choice®. Especially when a brand name uses commonly used words, diligence will help ensure the integrity of the Trusted Choice® trademark.

**How can I start writing insurance through the company partners?**

Company partners have aligned themselves with Trusted Choice® to give the brand financial and promotional support, but Trusted Choice® is not a market access program. Our Trusted Choice® Company Participants have made a financial commitment to Trusted Choice®. They make that financial investment as a way of demonstrating their commitment to the independent agency system, and their confidence in their agents' unparalleled value. Trusted Choice® Company Participants realize that using a unified voice for advertising and promoting independent agents and brokers is what is best for everyone. Working together creates the best opportunity to affect significant change in consumer perception and market share. If you are interested in securing a contract with a Trusted Choice® company partner, you may contact that company directly and inform them you would like an appointment with that carrier. You can also visit the “Companies” tab at [www.TrustedChoice.com/agents](http://www.TrustedChoice.com/agents) to see which company partners are looking for agency appointments and to access our company partners' websites.