

TRUSTED CHOICE FREQUENTLY ASKED QUESTIONS

What is Trusted Choice®?

- Trusted Choice® is a national consumer brand uniting more than 10,000 independent agencies and the insurance companies that support them.
- This new consumer marketing brand was developed by the Big “I” for its members in response to eroding market share, and it is the result of significant consumer and industry research.

What are the Advantages of Trusted Choice?

- Using national advertising, public relations, and local agency marketing, we are communicating to consumers that Trusted Choice® is the smart way to buy insurance and financial services.
- As a member of Trusted Choice®, you can use this new consumer-tested name, logo and tagline, as well as professionally produced advertising materials for television, radio, and newspapers.
- Plus, the Trusted Choice® Agency Locator sends qualified leads directly to your desktop.

How Does Trusted Choice Work?

- Trusted Choice® is dramatically increasing consumer awareness of the benefits independent agents and brokers offer: choice, customization and advocacy—the very benefits our research has shown consumers want most.
- Remember, Trusted Choice® is more than advertising. It is a brand shaped in response to consumer priorities, highlighting the strengths of independent agents and brokers.
- Trusted Choice® is designed to grow as a result of the collective marketing efforts of each and every one of its members.

But My Agency Already Has its Own Brand...

- Great! Trusted Choice® is not designed to take the place of your own agency branding efforts or advertising but should work in conjunction with it.
- Unlike an association logo, which merely connotes membership in an organization, think of the Trusted Choice® logo as a “seal of approval.”
- Flying the Trusted Choice® logo positions you as a premiere agent and conveys a level of integrity, trust, and expertise.

What are the Benefits?

- Licensed use of the Trusted Choice® logo
- Qualified leads through the Trusted Choice® Agency Locator
- Up to \$500 through the Marketing Reimbursement Program
- Access to customizable print ads, mailers, and press releases
- Professionally produced tag-able television and radio spots
- Consumer articles for your websites, newsletters, and mailings
- Optional RSS feed for your website
- Much, much more

Where Can I Find My User ID and Password for the Website?

- Your User ID and Password can be found in your confirmation email that was sent to the principal’s e-mail address upon registration.
- For a copy of your e-mail confirmation, please e-mail TrustedChoice@iiaba.net.

How Can I Add My Agency to the Trusted Choice Agency Locator?

- To be included in the Agency Locator, Trusted Choice® agencies must complete an Agency Profile with some basic information.
- By doing so, consumers visiting the site can locate an agency by zip code, insurance lines written, company appointments/affiliations, and even languages spoken.
- To create or update a profile, agencies should:

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- Locate your agency User ID and Password from your e-mail confirmation receipt.
- Go to www.TrustedChoice.com/agents and enter User ID and Password.
- Select “Update Your Profile” in the top left corner.
- Proceed through the process until it notifies you that your profile has been updated, otherwise the data will not be saved.
- Upon completion of your update 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.

How Do I Enter My Branch Agencies?

- 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.

My Advertising Agency Doesn’t Want to Use the Trusted Choice Logo...

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Where Can I Find the Logo?

- The logos are available for download at www.TrustedChoice.com/agents.
- Sign in and click on “Logos/Pledge” in the black menu bar.

Where Can I Find the Print/Television/Radio Ads We Can Tag?

- Tag-able versions of the Trusted Choice® television, radio and print ads are available at www.TrustedChoice.com/agents.
- Sign in to the website and roll over “Advertising” in the black menu bar. You will see all of the available advertising options.
- The customizable press releases and articles are available under “Public Relations.”
- The customizable brochure is on the main page.