

Buying insurance from



**PROFESSIONAL
INDEPENDENT AGENT**

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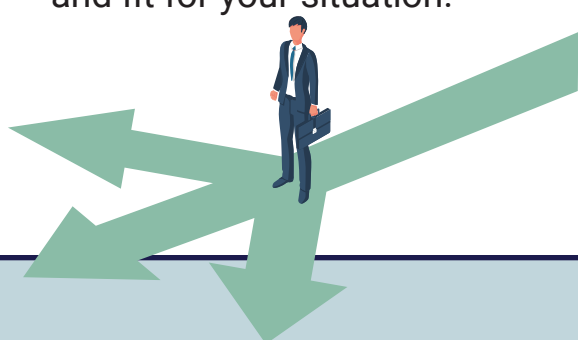
**CELEBRITY MASCOT
OR ATHLETE**

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Choice

MORE CHOICE

Independent agents represent many insurance companies. They help you pick the best value and fit for your situation.



LESS CHOICE

Direct companies sell products from just one company. They have limited options.



Customer Care

FOCUSED ON CUSTOMERS

Your agent is not employed by the insurance company. They'll do what's best for you, even if it's not best for your insurance company.



FOCUSED ON COMPANY GOALS

You're talking with an employee of the insurance company. They may not tell you if there's a better option, unless it also benefits them.



Consistency

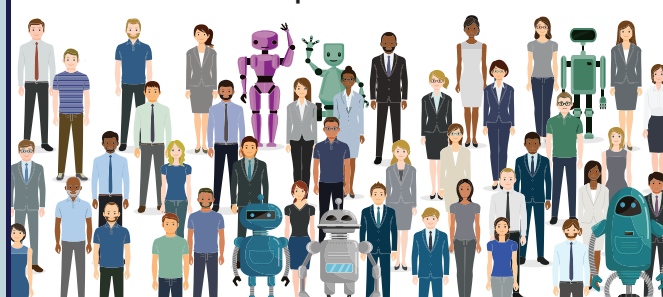
MORE CONSISTENCY

You work with one person who can provide thoughtful service and advice.



NO CONSISTENCY

Call centers use bots and employ thousands of agents. Don't expect consistent personal advice.



Pressure to Buy

NO PRESSURE

Independent agents care about your needs, and work to establish long-term client relationships.



ALWAYS PRESSURE

Even with a simple online insurance quote, you're inundated with follow-up emails to buy, buy, buy!

