



## SPECIAL FEATURE

### Consumer Reports Points Readers to Trusted Choice Agents

*Consumer Reports* recently published an article about homeowners insurance. The article discusses 10 things that consumers don't typically know or understand about protecting their largest asset. This article is a must-read for all consumers that own a home and *Consumer Reports* is one of the most credible, non-biased consumer publications that exist today.

The article discusses cost, coverage, claims, flood, animal damage, impact your credit has on rating - the list goes on. There are so many important tidbits in this article - you should pass it along to your clients. But here's the best part: in the very first tip this article shares, *Consumer Reports* recommends using a Trusted Choice independent insurance agent because homeowners insurance requires a careful assessment of your client's risk and coverage needs - something a Trusted Choice independent agent is best suited to do. The article points out that direct and captive agent companies can't offer what Trusted Choice agents can because they can only sell their own brand.



Your agency brand is critical in your local marketplace. However, there are certain advantages that arise from all of us coming together under a common consumer co-brand that leverages our strength in numbers. Trusted Choice was designed to provide your agency brand with a megaphone to amplify your own identity. All you have to do is use it.

Trusted Choice agents, please share this article with your clients and prospects. Feel free to brag about the fact that the most recognizable and non-biased consumer publication recommends using a Trusted Choice independent insurance agent!

Learn more about the Trusted Choice program [here](#).