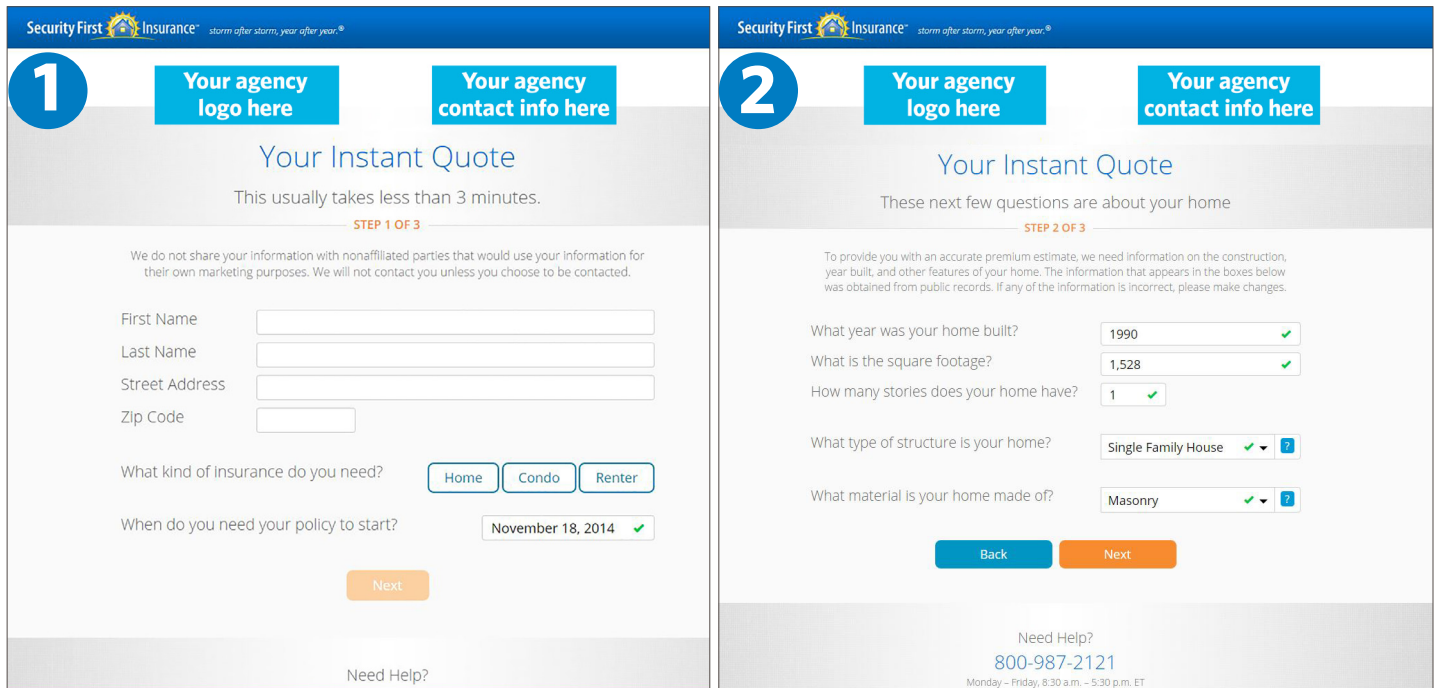Security First Insurance has invested in the technology to improve the online instant quote. And now, with our highly competitive pricing, we want to provide this lead-generation technology to our agents to help them grow their business and easily convert leads into policies.

The online instant quote is customized with the agency's logo and contact information. The only agency represented is your agency and we will not follow up or reach out to the leads that are generated by your customized instant quote.

Here's how it works:

1

Security First Insurance℠ *storm after storm, year after year.*®

Your agency logo here **Your agency contact info here**

Your Instant Quote

This usually takes less than 3 minutes.

— STEP 1 OF 3 —

We do not share your information with nonaffiliated parties that would use your information for their own marketing purposes. We will not contact you unless you choose to be contacted.

First Name

Last Name

Street Address

Zip Code

What kind of insurance do you need?   [Home] [Condo] [Renter]

When do you need your policy to start?   November 18, 2014 ✔

[Next]

Need Help?

2

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Your agency logo here **Your agency contact info here**

Your Instant Quote

These next few questions are about your home

— STEP 2 OF 3 —

To provide you with an accurate premium estimate, we need information on the construction, year built, and other features of your home. The information that appears in the boxes below was obtained from public records. If any of the information is incorrect, please make changes.

What year was your home built?	1990 ✔
What is the square footage?	1,528 ✔
How many stories does your home have?	1 ✔
What type of structure is your home?	Single Family House ✔ ▼ ?
What material is your home made of?	Masonry ✔ ▼ ?

[Back]   [Next]

Need Help?
800-987-2121
Monday – Friday, 8:30 a.m. – 5:30 p.m. ET

Third-Party Data Integration

The information entered by the prospect in Step 1 is used to obtain additional property information to pre-populate fields on the screen shown in Step 2. This makes the process much easier and allows the prospect to simply verify information and continue.

3

Security First Insurance™ *storm after storm, year after year.®*

Your agency logo here   **Your agency contact info here**

Your Instant Quote
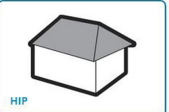### Coverage & Deductibles
STEP 3 OF 3

What type of roof do you have?

FLAT   GABLE   HIP

What year was your roof installed or completely replaced?   `1990` ✓ ?

Is your residence within 1,000 feet of a fire hydrant?
If you are unsure, select 'No'.   Yes **No**

How is this property used?   `Primary` ✓ ▾ ?

Adjust the information below to see how changes affect the estimated premium.

What would it cost to rebuild your home?
This is known as Coverage A (Dwelling Structure). $ `200,000` ✓ ?

What would it cost to replace your personal property?
This is known as Coverage C. $ `100,000` ✓ ?

Hurricane Deductible   `2%` ✓ ▾ ?

Non-Hurricane Deductible
This is known as All Other Perils (AOP).   `$1,000` ✓ ▾ ?

Opening Protection
This is the level of wind-resistant features built into the structure of your home.   `None` ✓ ▾ ?

Are any individuals you'd like listed on the policy 55 or older?
This question is optional but may lower your estimated premium.   Yes **No**

Back   Calculate Quote

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4

$908   Estimated Annual Premium (that's $76/month)   **Proceed with Quote ⊕**

5

Security First Insurance™ *storm after storm, year after year.®*

Your agency logo here   **Your agency contact info here**

Your Instant Quote
$908
Estimated Annual Premium
$76/month

Send Quote to Agency Name

Still Shopping?
We can send you a copy of your quote.

Enter your email

Email Me this Quote

Print this Quote

6

CHALLENGE THE RATE™   Call 800-987-2121
Monday – Friday, 8:30 a.m. – 5:30 p.m. ET

Florida Insurance Specialists has partnered with Security First Insurance Company

Your Instant Quote
$1,883
Estimated Annual Premium
$157/month

Send Quote Information
Please fill out the form below and your quote information will be sent to   We will use this information to refine your quote and determine if any discounts can be applied.

First Name   ✖
Please enter your first name

Last Name   ✖
Please enter your last name

Email

Would you like to be contacted by phone?   Yes **No**
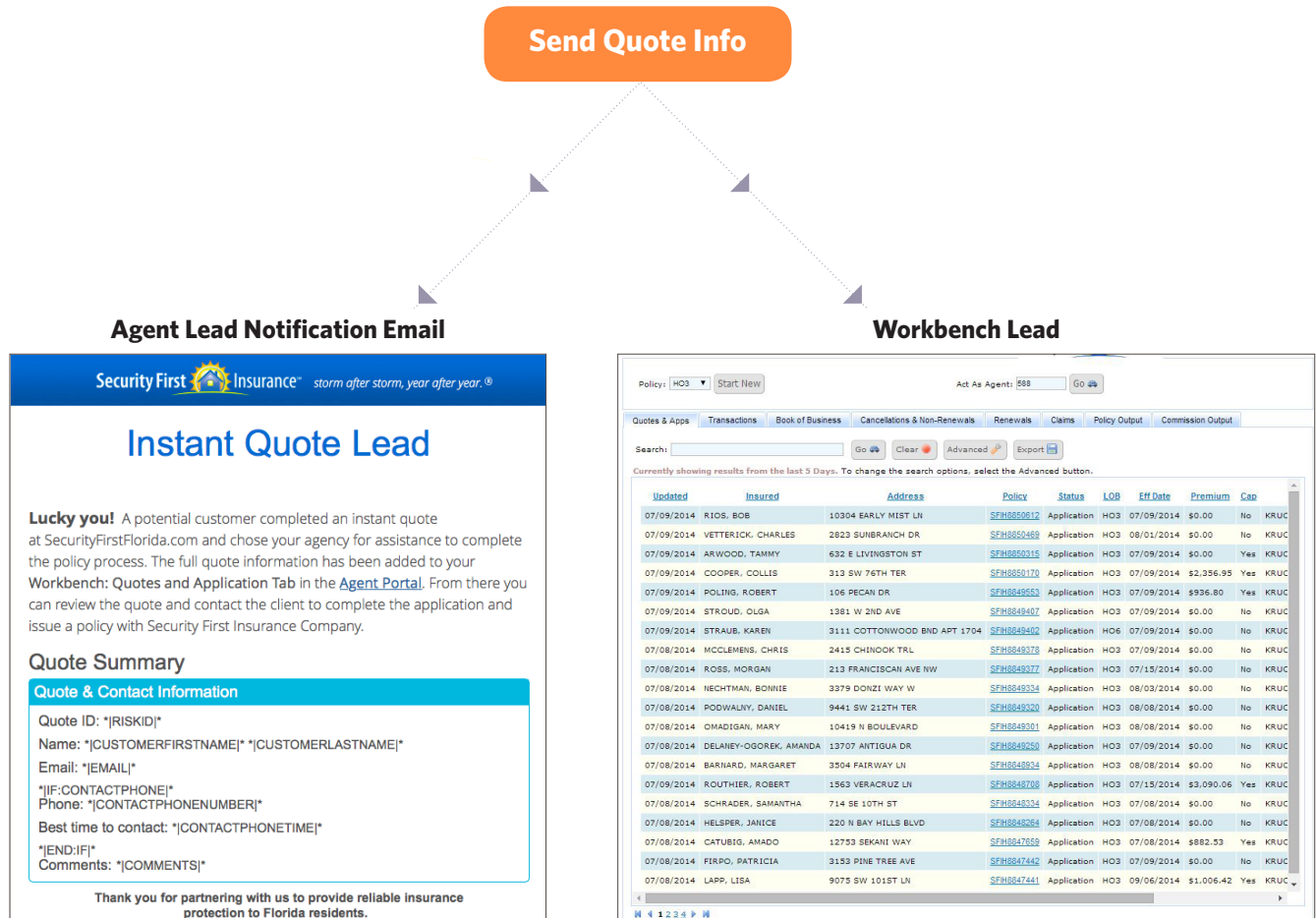
Message or comments?

Send Quote Info

Need Help?
800-987-2121
Monday – Friday, 8:30 a.m. – 5:30 p.m. ET

New Lead Creation
Once the prospect clicks "Proceed with Quote in step 4," they are presented with the option (top orange button in step 5) to submit the lead to your agency. This option will clearly display your agency's name. Prospects can also choose to send a copy of the quote to their own email address.

When the prospect clicks the "Send Quote Info" button in step 6, the following actions occur:

1. An email is sent to the agent notifying them of the lead. The email includes the quote and contact information of the lead.

2. The quote information is automatically transferred to the agent's workbench, streamlining the policy process and eliminating data re-entry.

Send Quote Info

Agent Lead Notification Email

Workbench Lead
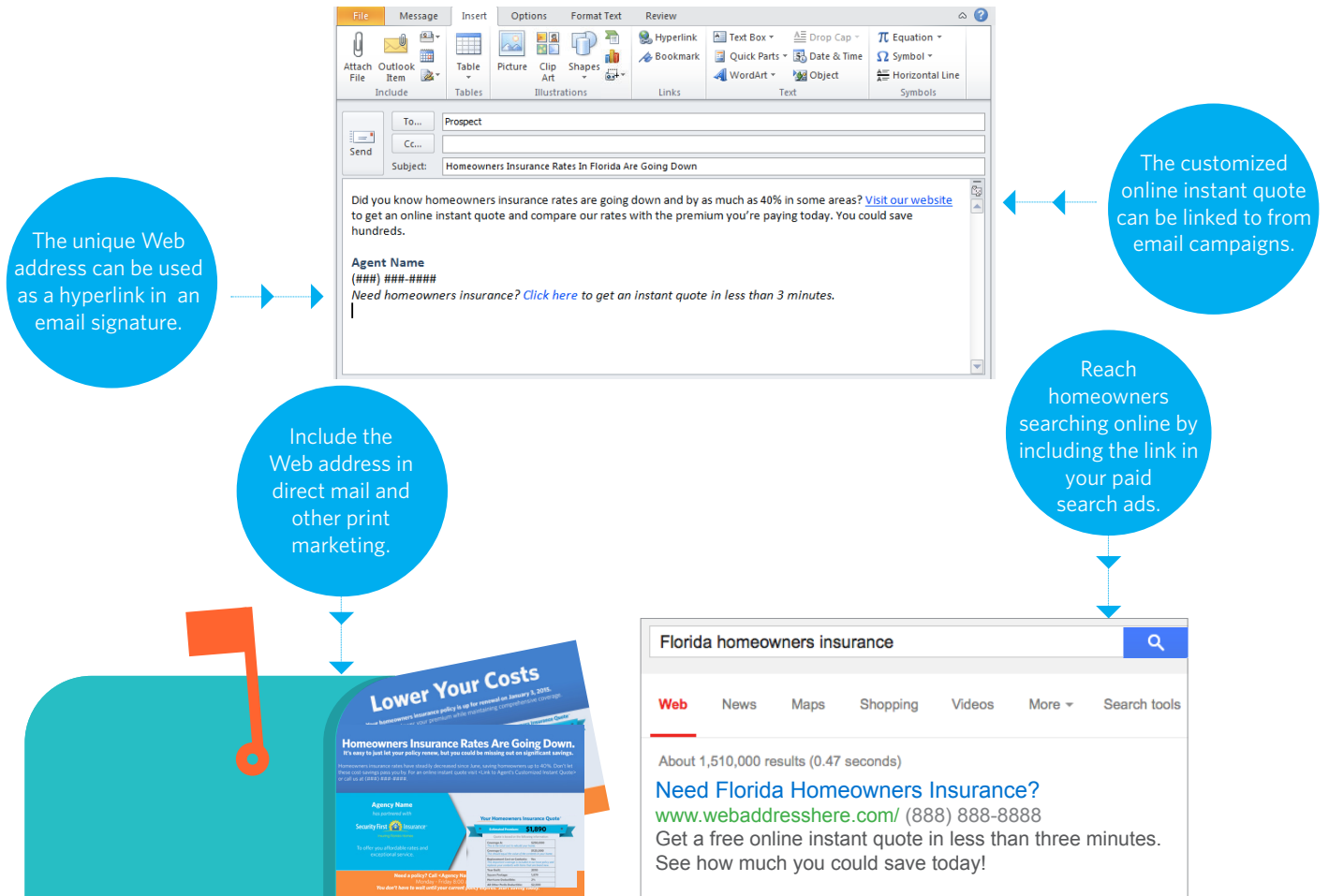

Multiple Agency Offices

For agencies with multiple offices located around the state, we can also embed an agent locator feature that lists your agency's offices with locations plotted on a map.

A unique Web address (e.g., SecurityFirstFlorida.com/AgencyName) that links to the agent's customized online instant quote will be provided to the agent to use in a variety of ways. Here are a few examples of how the unique Web address can be used in online and print marketing campaigns to increase sales and retention:

The unique Web address can be used as a hyperlink in an email signature.

The customized online instant quote can be linked to from email campaigns.

Include the Web address in direct mail and other print marketing.

Reach homeowners searching online by including the link in your paid search ads.

Getting Started:

1 Agent emails required information to Security First Insurance.

This includes a high-resolution logo file (.jpg or .png format), agency name, agency email address, phone number, and business hours. The information is emailed to agentadmin@securityfirstflorida.com

2 Security First Insurance verifies info and creates the customized instant quote.

Security First Insurance will verify the quality of information and create the customized online instant quote. Minimal development is required and the online system is fully tested prior to sending to the agent.

3 Security First Insurance sends the unique Web address to the agent.

When creating the customized online instant quote, a unique Web address is also generated. Security First Insurance will send this Web address to the agent from the agentadmin@securityfirstflorida.com email account. The agent can immediately begin using the link in marketing campaigns.