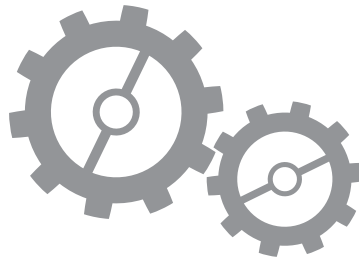


Use our quoting technology to create personalized direct mail campaigns, which include an estimate of coverage based on actual property information.

Our technology will enable you to effectively:

1. Increase sales by attracting prospects with relevant messaging and highly competitive insurance rates.
2. Improve retention by offering renewing customers a lower homeowners insurance option before they begin to shop around.
3. Increase sales to existing customers (other lines) by cross-selling competitively priced homeowners insurance.



Here's how it works:

Send us your customer or prospect list and we'll utilize third-party data integration to gather additional property information and generate an accurate estimate of homeowners insurance. We'll apply the estimate and a Quote ID to every record in your list and send the list back to you so you can use it to create personalized marketing campaigns. We'll also automatically transfer each lead to your agency's workbench to make it easy for you to convert the leads to policies.

Below is a list of fields and the corresponding data source that we use to generate a rate for every record in your list. Our technology's third-party data integration enables us to use property address information to identify the construction type, number of stories, square footage, and year built. If you are unable to provide values for the remaining fields, such as roof shape and roof age, we'll work with you to determine the most accurate default values.

Field	Data Source	Field	Data Source	Field	Data Source
First Name	Mailing List	Construction Type	Third Party	Dwelling Limit	Default
Last Name	Mailing List	Square Footage	Third Party	Personal Property	Default
Property Address	Mailing List	Year Built	Third Party	Hurricane Deductible	Default: \$500, 2%, 5%, or 10%
Zip Code	Mailing List	Roof Shape	Default	AOP Deductible	Default: \$500, 2%, 5%, or 10%
Number of Stories	Third Party	Roof Age	Default	Opening Protection	Default: None, Basic, Hurricane

New Customers

Homeowners Insurance Rates Are Going Down. It's easy to just let your policy renew, but you could be missing out on significant savings.

Homeowners insurance rates have steadily decreased since June, saving homeowners up to 40%. Don't let these cost-savings pass you by. For an online instant quote visit <Link to Agent's Customized Instant Quote> or call us at (###) ###-####.

Agency Name
has partnered with



To offer you affordable rates and exceptional service.

Your Homeowners Insurance Quote*

Estimated Premium: **\$1,890**

Quote is based on the following information:

Coverage A:	\$250,000
<i>This is the total cost to rebuild your home.</i>	
Coverage C:	\$125,000
<i>This should equal the value of the contents in your home.</i>	
Replacement Cost on Contents:	Yes
<i>This important coverage is included in our policy and replaces your contents with items that are brand new.</i>	
Year Built:	2010
Square Footage:	1,879
Hurricane Deductible:	2%
All Other Perils Deductible:	\$2,500
New Roof?	Yes

Need a policy? Call <Agency Name>: (###) ###-####
Monday - Friday 8:00 a.m. - 9:00 p.m.

You don't have to wait until your current policy expires. Start saving today.

Renewing Customers

Lower Your Costs

Your homeowners insurance policy is up for renewal on January 3, 2015.
We can help you lower your premium while maintaining comprehensive coverage.

As your insurance agency, we're always looking for ways to help you save.

Florida-based Security First Insurance provides exceptional service and reliable insurance protection at an affordable rate. We've partnered with the company to lower your premium and provide you with this estimate of insurance coverage.



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All Other Perils Deductible:	\$2,500
New Roof?	Yes

Please contact us to switch to Security First Insurance and save.
(333) 444-5555 or agency@email.com

Act now before your current policy renews.

Existing Customers (other lines)

Thank You for trusting us with your insurance needs.

Homeowners insurance rates have steadily decreased since June, saving homeowners up to 40%. Our agency can guide you through the process and bring cost-savings to you right away. For an online instant quote visit <Link to Agent's Customized Instant Quote> or call us at (###) ###-####.

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Monday - Friday 8:00 a.m. - 5:00 p.m.

Thank you for the opportunity to serve you.

Getting Started:

1

Agent emails list to Security First Insurance.

Agents can email their lists to advertising@securityfirstflorida.com. We'll contact the agent to obtain campaign information and identify the default coverage values. The agent should also indicate if they'd like to use a Security First Insurance direct mail design template.

2

Security First Insurance verifies info and processes list.

Security First Insurance will process the list to generate a rate and Quote ID for every record. The list is updated with the new information and returned to the agent. All records in the list are also automatically transferred to the agent's workbench in our policy processing system.

3

Agent uses list in marketing campaigns.

The revised list will be in a format commonly used by mailing and printing companies. Agents can simply forward the list to their preferred marketing partner to create personalized marketing campaigns.

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Monday - Friday 8:00 a.m. - 5:00 p.m.

Thank you for the opportunity to serve you.

Back of Direct Mail Card

Yes, Florida homeowners insurance rates are decreasing.

Security First Insurance has spent years creating innovative technologies that give deep insights into Florida's terrain and home construction features, creating perfectly tailored homeowner's insurance policies in a completely new way, at the best prices.

Questions? We can help.

<Agency Name>
<Agency Phone #>
<Agency Website>

About Our Partnership

Security First Insurance was founded on a 100-year family history in insurance and an acute understanding of Florida's vulnerability to natural disaster. We are financially stable and our promise is to be there for you *storm after storm, year after year*[®].



* The estimate on the other side of this card is based on the coverage information displayed. Additional rating factors, discounts, and coverage selections may influence the final premium amount. This estimate is not a contract, binder, or an agreement to extend insurance coverage.

U.S.
POSTAGE

Mr. Tom Jones
1313 Mockingbird Lane
Port Orange, FL 32129