

Award-Winning Technology

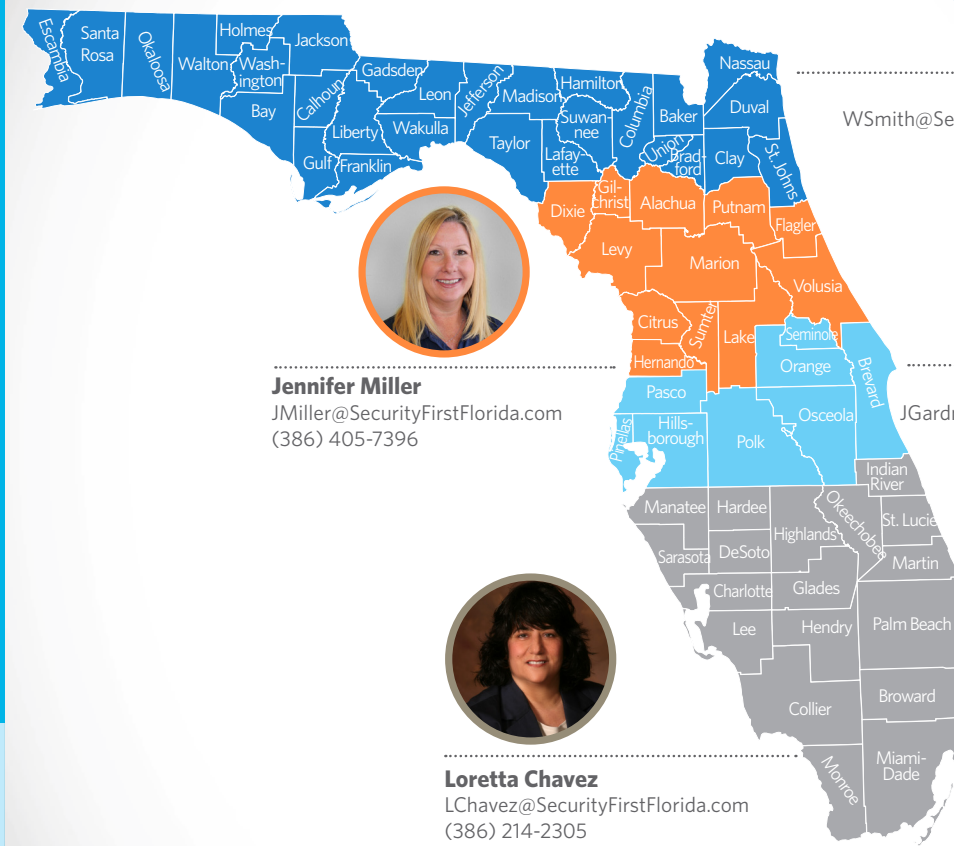
Over the last ten years, Security First Insurance has developed award-winning technology that's earned us national recognition by major technology and insurance organizations such as Insurance & Technology, Forrester Research, IBM, and Computerworld.

And now, as our valued business partner, we want to offer you this same technology to help you grow your agency.

There's absolutely no cost to you and setup is easy.

Field Sales Representatives

Please contact your field sales representative for information on how you can leverage our technology to grow your business and increase retention.



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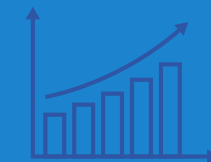


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New Technology and Lead-Generation Tools To Grow Your Agency



Oh, and they're free.



Security First Insurance is recognized as an IBM Smarter Commerce-Service award winner for being at the forefront of technology and using content analytics and cloud technology to generate value for customers and partners.



Security First Insurance's chief operating officer, Werner Kruck, was recognized as a 2014 Premier 100 IT Leader by Computerworld. This is a lifetime achievement award that recognizes a legacy of developing industry-first solutions.



Werner Kruck was named one of Insurance & Technology's Elite 8 IT Leaders. He was chosen for this honor based on his ability to identify emerging trends and use technology to develop solutions that improve the customer experience.

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Subscribe to our company blog, Florida Is My Home, for homeowner tips you can share with your customers.

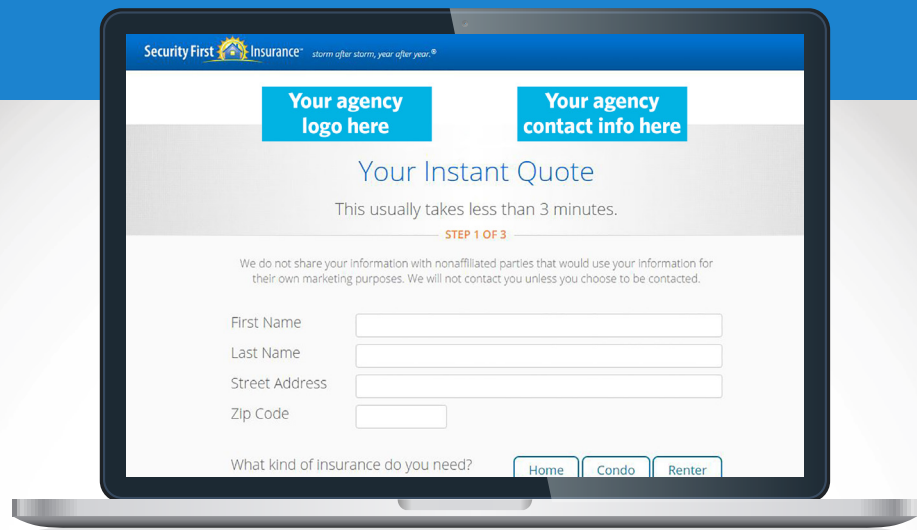
FloridalsMyHome.com

Thank you for partnering with us.



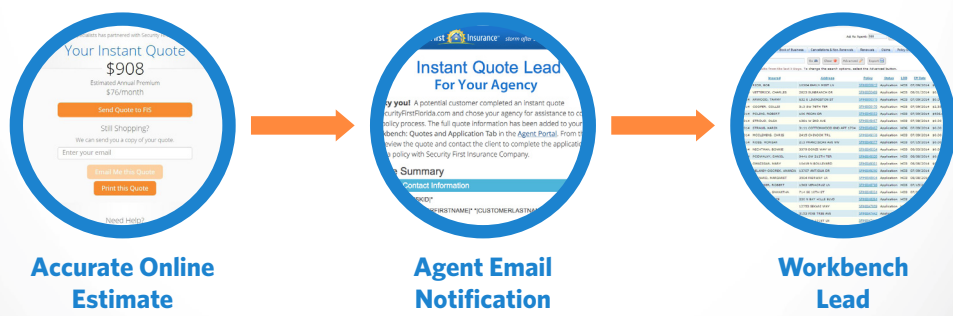
Customized Online Instant Quote Tool

Qualified leads go directly into your agency's workbench.



Get your very own online instant quote tool that's customized with your agency's logo and contact information. **No other agencies are represented.** Your instant quote comes with its own unique web address that you can use in your email marketing, direct mail marketing, and online advertising.

Every time a prospect uses your agency's instant quote system, you'll receive an email notifying you of the lead. The information entered by the prospect will be transferred automatically to your agency's workbench in our policy processing system. This makes processing a policy easier and eliminates the need for data re-entry.

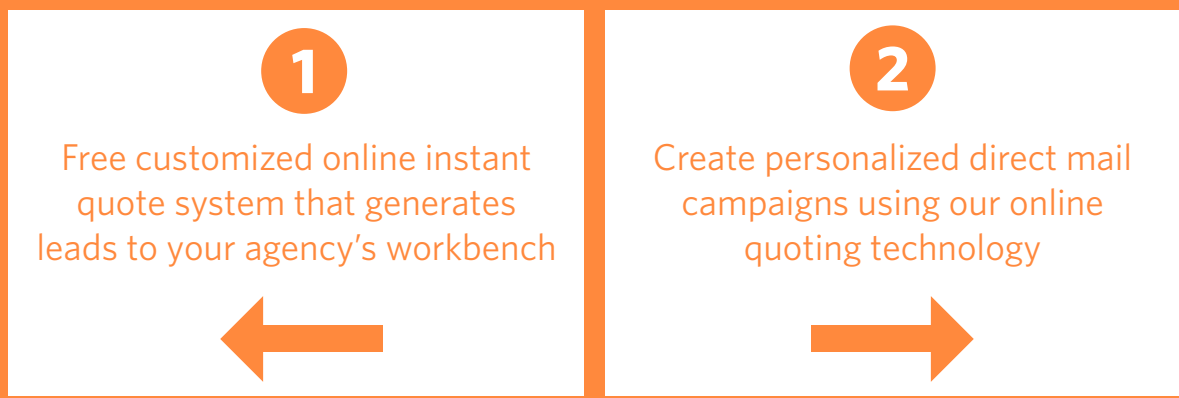


Setup is easy. All you have to do is send an email to agentadmin@securityfirstflorida.com with the agency name you'd like for us to use plus your logo, telephone number, and business hours. We'll send you an email with the link to your new online instant quote system. If you would like additional information, please contact your field sales representative.

Put our technology to work for you.



Two marketing solutions for your agency. Choose one or both!



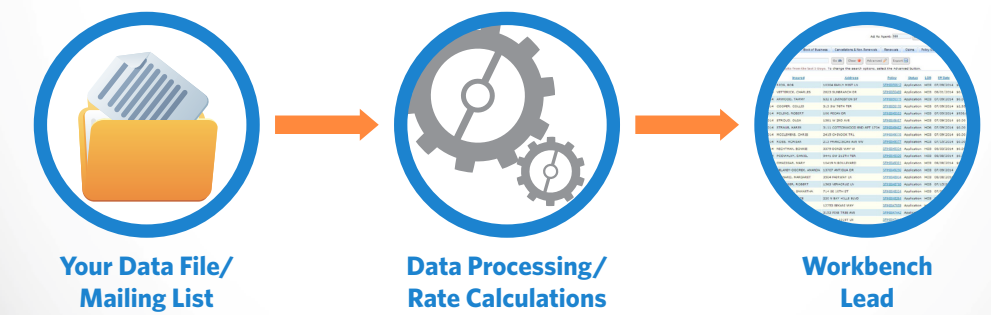
Personalized Direct Mail

Competitive Prices + Personalized Messaging = New Business



Take advantage of our highly competitive pricing and award-winning technology to generate new business for your agency and offer better rates to your customers with policies that are up for renewal. Our online quoting technology is integrated with third-party data to provide the most accurate rate. Send us your mailing list and we'll generate an estimate of homeowners insurance for every record in your list. As we process the list, the data will be stored automatically in your agency's workbench. **Policy conversion has never been so easy.**

We will return the data file to you with personalized rating information and a Risk ID for every record. Use the rating and coverage information on your direct mail campaign or choose from any one of our co-branded direct mail design templates. *The cost for printing and postage is not included.*



For more information, please call your field sales representative.