

# Best's Alert Service Special Offer Program

Boost Your Value to Members with AM Best's New Offering for Associations

Give your agent association members preferred access to **Best's Alert Service**—a tool specially designed to deliver company-level intelligence to agents/brokers. This efficient, user-friendly product features ratings, alerts, company attributes, key financial indicators/ratios and other vital data for insurers whose products agents/brokers recommend and compete with.

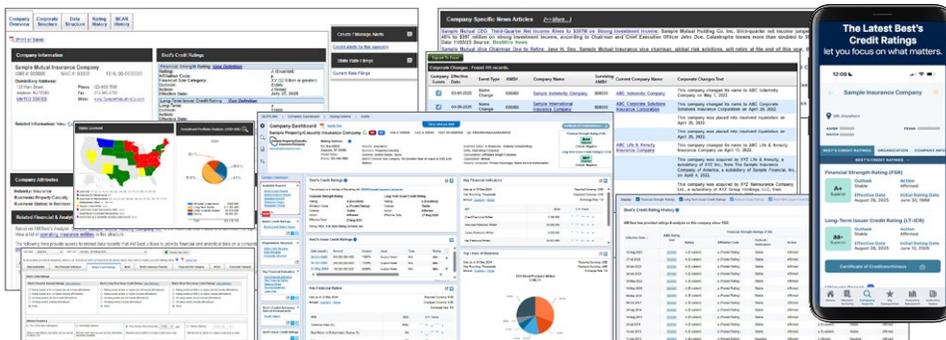
AM Best is pleased to offer your association members a special 20% discount for this valuable online and app-based competitive tracking tool.

Here's how your organization will benefit:

- Gain high-visibility branding opportunities in front of your members with touchpoints that highlight the association name on the AM Best Mobile App.
- Help agencies manage E&O risk by delivering a tool updating them on carriers they follow, recommend and compete with.
- Expand your offerings for members/potential members.
- Demonstrate your commitment to your members' success by providing them with AM Best's highly valued insurance company information and resources.
- Offer a valuable member benefit with no out-of-pocket cost for the association.

## Best's Alert Service empowers agents/brokers with key benefits and features:

-  Gain a valuable complement to a certificate of insurance (COI) with *Best's Certificate of Creditworthiness*, which delivers streamlined, professional documentation that the insurer behind a policy covering a particular risk has received a Best's Credit Rating.
-  Take prompt action with real-time alerts after new rating actions or when key financial indicators change.
-  Support agent/broker reputation when assisting clients in choosing insurance companies, with the latest credit ratings and a history of rating events and corporate changes.
-  Minimize liability and keep a record of changes in insurer financial strength.
-  Inform and educate customers on the financial performance of carriers providing insurance coverage.
-  Validate current ratings and other insurer information, like financial size category and key financial indicators.
-  Track major corporate events and find surviving insurers after business status changes, company name changes, portfolio transfers, mergers and other events.
-  Stay up to date with rate, rule and form filings approved in the last six months for US P/C and L/H policies.



## Best's Alert Service includes:

- Online access to concise Company Overviews for more than 18,000 insurers via *BestLink*®, AM Best's web platform that integrates ratings, data and corporate changes
- *BestLink* Company Dashboard, delivering company-level intelligence in a fast, user-friendly interface with interactive tables, charts and performance histories (can be customized to prioritize the ratings, data and analytics that best support agent/broker needs)
- *Best's Certificate of Creditworthiness*, which provides documentation of Best's Credit Ratings and acts as a valuable complement to a certificate of insurance (COI)
- On-the-go access through the AM Best Mobile App as well as online through the *BestLink* platform
- Email alerts to track changes to Best's Credit Ratings, key financial indicators, financial size category, data availability, corporate changes, M&A, news and more
- Current Best's Credit Ratings and complete rating history
- Key financial indicators, such as premiums written, total assets and total capital & surplus
- Top states and lines of business
- States and provinces licensed
- Latest company-specific news headlines from AM Best
- One-year online subscription to *Best's Review* magazine
- E-learning modules that walk through product features

For more information or a demonstration: [sales@ambest.com](mailto:sales@ambest.com) or (908) 439-2200, option 5

Our Insight, Your Advantage®

