

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.



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.



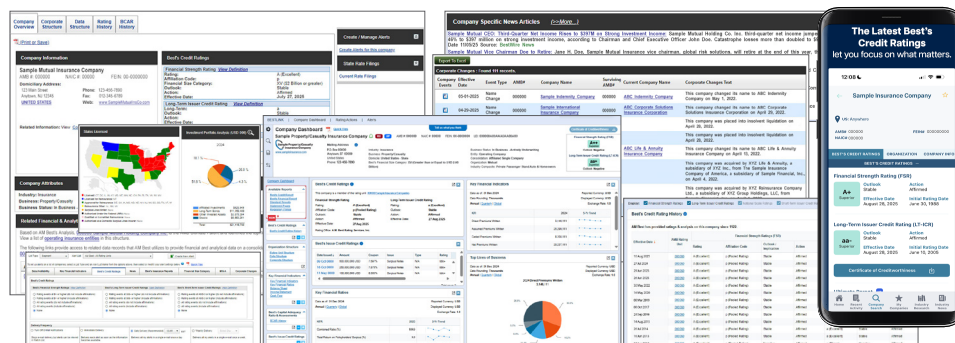
Stay up to date with rate, rule and form filings approved in the last six months for US P/C and L/H policies.



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.



Best's Alert Service includes:

- Online access to concise Company Overviews for more than 16,000 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 or (908) 439-2200, option 5

Our Insight, Your Advantage®

