

March 2026

# Guide to Proper Use of Qualified Member Profiles and BestMark Icons



**Guide to Proper Use**  
of Qualified Member Profiles and BestMark Icons for  
*Best's Insurance Professional Resources*  
and  
*Best's Recommended Insurance Attorneys*  
*Best's Recommended Insurance Adjusters*  
*Best's Recommended Expert Service Providers*

This document outlines the proper use of information pertaining to online profiles in *Best's Insurance Professional Resources*. Specifically, it references how Qualified Members may use and promote their profile and BestMark icon. It is intended as a guide and does not supersede any existing contracts or licensing agreements.

All queries regarding the proper use of a Qualified Member profile or BestMark icon should be directed to:

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# Guide to Proper Use of Qualified Member Profiles and BestMark Icons

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Effective: March 2026

## I. Definition of a Qualified Member Profile in *Best's Insurance Professional Resources*

Qualified Member profiles reflect third-party client recommendations from primarily insurance companies and non-insurance companies' claims departments and decision makers. AM Best does not directly evaluate or recommend the individuals and companies profiled or their services, and prohibits Qualified Members from making claims to that effect. However, AM Best does encourage its Qualified Members to promote their profile as part of their overall marketing strategy. Profiles can be communicated verbally and/or in print or electronic format, in accordance with the following guidelines.

## II. Profile Recognition Phraseology

Qualified Members may promote their status as a Qualified Member, or that they are profiled in *Best's Insurance Professional Resources* and/or *Best's Recommended Insurance Attorneys*, *Best's Recommended Insurance Adjusters* or *Best's Recommended Expert Service Providers*, in electronic, print and broadcast media. However, it must be clear that their inclusion in this resource is the result of being endorsed by their own clients, and cannot be construed as being recommended, rated or directly endorsed by AM Best.

Phraseology is limited to:

- ABC Firm is profiled in *Best's Insurance Professional Resources*.
- ABC Firm has qualified for a profile in *Best's Insurance Professional Resources*.
- ABC Firm is a Qualified Member in *Best's Insurance Professional Resources*.

Alternatively, instead of "*Best's Insurance Professional Resources*," a Qualified Member may use the above phraseology, but refer to the section of the website they are profiled on: *Best's Recommended Insurance Attorneys*, *Best's Recommended Insurance Adjusters* or *Best's Recommended Expert Service Providers*.

Phraseology cannot state:

- ABC Firm is recommended by AM Best.

## III. Proper Attribution for Profile References

All references to being profiled in *Best's Insurance Professional Resources* must give proper attribution, whether in print, on the internet, in videos or verbally on radio or television. The phrase "For the latest profile information, access [www.ambest.com/professionalsresources](http://www.ambest.com/professionalsresources)" should be added when the reference appears in print media (e.g., brochures and flyers) or dated periodicals (e.g., newspapers, magazines and professional journals).

## IV. Proper Use of Profiles in Different Media

Qualified Members profiled in *Best's Insurance Professional Resources* may promote their profiles in various media, including:

- Verbally communicate their profile in accordance with the guidelines above.
- Display their profile in different media in accordance with the guidelines above, including:
  - Electronic media (e.g., intranet, internet).
  - Print media (e.g., advertisements and marketing information).
  - Broadcast (e.g., radio, television, cable).
  - Dated periodicals (e.g., newspapers, magazines and professional journals).
  - Social media platforms (e.g., X/Twitter, LinkedIn).

Qualified Members profiled in *Best's Insurance Professional Resources* may not give permission to third parties to use their profile in print or electronic media.

## V. Press Releases

Qualified Members can publicize their status and/or profile by distributing a press release and/or posting an electronic version on their website. The press release must be written in accordance with the guidelines above—the phraseology established on this page cannot be modified or altered.

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## VI. BestMark Icon

Qualified Members are eligible to receive a year-specific BestMark as a symbol of their inclusion in *Best's Insurance Professional Resources*. For proper usage, Qualified Members must maintain an active profile and utilize the current year's BestMark. BestMark icons are offered in multiple colors and sizes to complement your website or promotional material design. Small, medium and large options are available in black, blue, gold or white. (See attachments.)

Qualified Members can use their BestMark to show their elite status on their website, print or digital media, and social media platforms.

Qualified Members may not use the trademarked AM Best logo in place of or in conjunction with their BestMark. In addition, they may not give permission to third parties to use their BestMark in print or electronic media.

### Attachment 1: Attorney BestMark Options

In addition to the options below, a white version is also available for display on dark-colored backgrounds.

1¼ inches wide



2¼ inches wide



3 inches wide



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## Attachment 2: Adjuster BestMark Options

In addition to the options below, a white version is also available for display on dark-colored backgrounds.

1¼ inches wide



2¼ inches wide



3 inches wide



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## Attachment 3: Expert Service Provider BestMark Icon Options

In addition to the options below, a white version is also available for display on dark-colored backgrounds.

1¼ inches wide



2¼ inches wide



3 inches wide

