



September 1, 2011 – The Choice is yours!

Effective September 1, 2011, the Trusted Choice national branding campaign will be an IIA of IL member benefit at no additional cost. This means your agency will be able to utilize the Trusted Choice logo and all of the marketing, advertising and customer service tools available. Your use of and, hence, affiliation with the Trusted Choice logo, will allow you to tap into millions of dollars of advertising being spent to promote Trusted Choice Independent Insurance Agents.

Once your registration form has been processed, we will e-mail you a confirmation, along with your agency user ID and password, as well as instructions for completing your Agency Profile in the Trusted Choice® Agency Locator.

Agency name _____

Agency street address _____

City _____ State _____ ZIP _____

Agency mailing address _____

Agency phone number _____

Principal's name _____

Principal's e-mail address _____

Administrator's name _____

Administrator's e-mail address _____

Agency with 9 employees or fewer Agency with 10 employees or more

Please review the Trusted Choice® License Agreement and the Pledge of Performance as part of the sign-up process.

I have read the Trusted Choice® License Agreement and the Pledge of Performance and agree to the terms.

Signature _____ Date _____

Return this form by email, fax or mail to:

IIA of Illinois
Attn: Rachel Romines
4360 Wabash Avenue
Springfield, IL 62711
rromines@iiaofillinois.org
Fax: 217-391-1164
Ph: 217-321-3024

Trusted Choice® Pledge of Performance

Trusted Choice® agencies are insurance and financial services firms whose access to multiple companies and commitment to quality service enable us to offer our clients competitive pricing, a broad choice of products and unparalleled advocacy.

As a Trusted Choice® agency, we are dedicated to you and are committed to treating you as a person, not a policy. This commitment means we shall:

- Work with you to identify the insurance and financial services that are right for you, your family or your business and use our access to multiple companies to deliver those products.
- Guide you through the claims process for a prompt and fair resolution of your claim.
- Help you solve problems related to your coverage or account.
- Explain the coverages and options available to you through our agency, at your request.
- Return your phone calls and emails promptly and respond to your requests in a timely manner.
- Provide 24/7 services for our customers, offering any or all of the following: emergency phone numbers, Internet account access, email and call center services.
- Use our experience and multiple company relationships to customize your coverage as needed.
- Commit our staff to continuing education so they may be more knowledgeable in serving you.
- Treat you with respect and courtesy.
- Conduct our business in an ethical manner.

We pledge this to you, our clients and ask that you let us know if we fail to meet our commitment, so we may take corrective action.