

# How Captive Agents get Qualified Leads and Increase Conversion Rate with ValChoice

---

The need for better leads and the perpetual quest to increase conversion rate is finally over. ValChoice is the one tool captive agents need. ValChoice tools require no technical expertise, while addressing the high-impact items you need to grow your business.

The logo for ValChoice features the word "Val" in a grey, sans-serif font, followed by "Choice" in a bold, dark blue, sans-serif font. A grey arc curves over the top of the "Val" and the beginning of "Choice". A registered trademark symbol (®) is located at the end of the word "Choice".

**ValChoice**<sup>®</sup>



## Getting the Best Leads

The best leads are customers that are already shopping for insurance and care about buying a good product from a good company. Those leads are ValChoice customers. They come to ValChoice.com because they want to find the best insurance. We know these customers and invite you to participate in our lead-sharing program.

## Why an Insurance Grading System?

ValChoice is working to help the entire insurance industry – from consumers buying insurance to the agents selling insurance and companies offering insurance products – to better understand and represent those offerings. By using ValChoice’s independent grades, people can immediately see the value delivered, measured through a detailed analysis of critical purchase criteria: price, protection and service. ValChoice provides consumers with summary information for free. Agents, advisors and insurance companies can tap the power of ValChoice rankings via ValChoice subscription services. As part of a ValChoice subscription, agents and advisors can generate custom reports for their clients showing how various companies compare. Insurance companies will be able to use ValChoice rankings to communicate the value of their current products and to further improve their future offerings. The following details how ValChoice addresses the critical needs of captive agents.

## Increasing Conversion Rate

Starting with a qualified lead helps to increase conversion rate. Even better are leads that have researched your company and know that the product is a good value and that the companies’ financial strength is top tier. That’s what you get in the ValChoice lead-sharing program. Now complement that with the quantitative, independent analysis of insurance that ValChoice tools provide and the increase in conversion rate can be astronomical. [Click here](#) to watch a video demonstration of our conversion rate tools.

## The Solution Captive Agents Need

Every company wants their agents to be successful, but many struggle to provide qualified leads or the sales tools needed to increase conversion rate. ValChoice addresses this problem. Our tools are designed from the ground up for





producers. They're easy-to-use, provide the best leads and are proven to increase conversion rate. The tools are available for agents to subscribe to individually, or for the company to provide to agents through a corporate license.

### Proving Value Through Quantitative Analysis

Consumers of insurance are often focused on price, but that's because the other information available is complicated and hard to understand. Most consumers actually want the best value, the best product for them, not only the best price. With our quantitative analysis we show which suppliers are best. If your offerings are in the top 50% of the market for value, you should be using ValChoice tools to close business.

### What Consumers are Saying:

*"With four young children, I need to know I'm protected if anything happens to me or my family. Thanks to ValChoice, I found out my insurance company was rated extremely low, prompting me to move my business to a better provider in order to ensure my family's future." Mike M., Bedford, New Hampshire*

*"I had no idea how my long-standing insurance company compared. ValChoice showed me that they ranked near the top. And with that information, I had the confidence to continue with my current provider." Matt K., San Ramon, CA*

### Components of Your ValChoice Total Value Score

#### Price

The price grade from ValChoice analyzes financial data and provides a comparison showing how insurers vary in terms of the price and coverage they offer. The information is portrayed through a fuel-gauge-style image with the mid-point on the gauge representing the industry average.



Mid-point on the gauges represents industry average performance.

#### Protection

The protection grade is based on examining all forms of losses. The analysis is presented in an easy-to-understand image showing how good the companies' claims payment performance is relative to other companies. The analysis is also portrayed with a fuel-gauge-type image.



Comparison with peer companies.



### Service Quality

The service component of the overall score is based on complaints filed with insurance commissioners. As with the all other components of the grading system, this information is collected for both groups and writing companies. The data is displayed in a star-rating system format for presentation to consumers.



### The ValChoice Score

The ValChoice Score is a combination of the three components of the grading system described above. Clients can decide which grade is most important to them, or make a purchase decision simply based on the ValChoice Score. Like the price and the protection grades, the ValChoice Score is represented with an easy-to-understand fuel-gauge-like image with the center (yellow) being industry average. [Click here](#) to watch a video about the subscription services offered by ValChoice.



The ValChoice Score combines all elements of ValChoice grading system.

### The Solution Producers Need for Clients

Historically, producers established value based on a combination of personal relationships and technical points about insurance. In today's fast paced world, clients have less time to meet with an agent and almost no time to understand the product.

With customers making decisions at lightning speed, producers need tools that help customers make the right decision. ValChoice state-of-the-art tools provide the guidance clients want and help you compete and win against the competition. Producers using ValChoice tools grow their business by making decisions easy for clients while clearly explaining how their product is both unique and better.

### It's as Easy as 1-2-3

[Click here](#) to see a demonstration video. In less than 15 minutes you can be receiving leads and generating custom reports for your clients. With ValChoice tools you have complete control. You choose which company to present to the client. You can even present the solution you are offering side-by-side with the competition, or just your own solution, whatever is right for the situation.



### About ValChoice

ValChoice® is the only company to provide consumers, agents, brokers and advisors with information on which insurance companies offer the best value: price, protection and service. The company has developed sophisticated proprietary software that leverages advanced data-mining techniques and quantitative analysis to deliver an easy to use service that publications such as Forbes Magazine describe as "Carfax for insurance." Using ValChoice, buyers are finally able to shop for insurance based on value rather than making decisions simply based on price or advertising campaigns.