



FOR IMMEDIATE RELEASE

New Service from ValChoice Compares Car Insurance on Protection, Service and Price

Data Analytics is Changing the Way Consumers Shop for Insurance

BEDFORD, NH – July 18, 2017 – ValChoice®, the first company to bring transparency to auto and home insurance, today announced a [car insurance comparison](#) tool that will change the way people shop for car insurance. Using this new service, consumers can compare car insurance companies based on the value the company provides, how well they protect policyholders when claims are filed and the level of service they offer. Knowing this information before an accident occurs can save consumers their life savings, home, college savings accounts, retirement savings and more.

“Up until now, big data has benefited insurance companies, at the expense of consumers,” said Dan Karr, Founder and CEO of ValChoice. “ValChoice is changing that by putting the power of data and analytics into the hands of consumers. This will enable them to know how insurance companies will likely behave when their family’s financial future is at stake.”

ValChoice has spent years building the platform, which offers the following advantages.

- State-by-state analysis because insurance companies often behave differently in each state they operate.
- Analyzes operating companies individually. This exposes the industry practice of branding a corporate name when there are often dozens of operating companies with similar sounding names but vastly different performance.
- Compares data over multiple years so consumers can choose an insurance company that is consistently reliable.

The ValChoice service offers free reports to every American consumer for both home and car insurance in all 50 states, plus Washington D.C. Click this link for a [free ValChoice car insurance report card](#) on any company.

About ValChoice

ValChoice® is the only company to provide consumers, agents and advisors with information on which home and auto insurance companies offer the best value: price, protection (claims handling) and service. The company’s analytics platform collects and analyzes millions of financial and complaint data points and delivers the results in an easy-to-use service that Forbes Magazine describe as "Carfax for insurance." Using ValChoice, consumers are finally able to shop for insurance based on value rather than making decisions blindly based on price or advertising campaigns.

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