

ALL AGENTS ARE

NOT CREATED EQUALLY




BRIDGEPOINT
RISK MANAGEMENT

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When it comes to buying personal insurance, clients can work with a captive agent, a direct writer or an independent agent. Which option is most attractive to an affluent family? You be the judge based on these scenarios:

- » An agent gathers information and places the insurance with the only carrier that agent represents. The customer is sold the same off-the-shelf insurance as the agent's other customers.
- » An agent gathers information, evaluates the needs of the customer and places coverage with the insurance companies that have products to meet the client's needs.

We haven't begun to discuss the price, product or brand, and already you know the second scenario is how most clients want to be represented. This superior approach is only available by working with an independent insurance agent.

The first scenario describes the platform used by the other two product distribution systems — captive agents and direct writers. Here's a brief description of each:

Captive agents: An agent who sells one brand of insurance, has a franchised storefront in a town near you and has a fiduciary obligation to a parent company, such as State Farm, Allstate, Nationwide or Farmers.

Direct writers: An agent who sells one brand of insurance but doesn't have a storefront, and you never meet this agent face to face. Products are primarily accessed via the Internet and phone through companies such as GEICO, USAA and Amica.

To best meet your needs, we suggest coverage with one of the top insurance companies who specifically serve the needs of successful families.

Coverage with these companies is only available through independent agents or brokers.

- » AIG Private Client Group
- » Chubb Personal Insurance
- » Cincinatti Insurance
- » Pure Insurance

Independent agents have relationships with multiple insurance companies. Not only are they able to match the client's needs properly and create competition amongst companies, they are also able to provide coverage that isn't available from captive agents and direct writers.

For example, let's say a client needs protection from Employment Practices Liability allegations by a domestic employee — wrongful termination, age discrimination, harassment, etc. Why would a captive agent or direct writer ask about an exposure for which they cannot provide a solution? The answer is, they won't. As a result, you will often be left exposed to this risk.

We encourage you to call BridgePoint Risk Management if you are currently insured by a captive agency company or direct writer. We welcome the opportunity to fully understand your unique needs and expectations.

BUILDING TRUSTED RELATIONSHIPS - BRIDGEPOINT RISK MANAGEMENT

BridgePoint Risk Management's holistic consultative approach helps build trusted relationships with our high-net-worth clients as we meet their unique needs, preferences, and expectations. Our boutique focus and unique relationships with national and regional carriers afford us the opportunity to offer clients a broad spectrum of products that other agencies are simply unable to provide. BridgePoint Risk Management is licensed in all 50 states, allowing us to serve as a common advisor for clients with high-value homes in multiple locations. Our exclusive Personal Risk Analysis focuses on every aspect of a sophisticated lifestyle, allowing us to create personalized insurance programs that protect families, businesses, assets, and lifestyles.