

TruStage Insurance Program

TruStage[®]

AUTO & HOME INSURANCE

Proven. Predictable. Immediate.



INVESTED IN CREATING AN EASIER MEMBER EXPERIENCE

When it comes to insuring vehicles and homes, consumers increasingly demand a seamless, multi-channel experience. So how do you keep up? TruStage[®] Auto & Home Insurance is here to help, making it easy for members to get competitive quotes with a single click or call.



Providing the necessary resources in an intuitive online experience helps close the sales gap.



Offering and underscoring high-value products helps you stand out in a competitive environment.

Consumers expect and demand streamlined services. With an insurance program that's designed to keep things easy for members, your credit union can stand out from the competition.

With the **TruStage Auto & Home Insurance Program**, you can help keep things easy by seamlessly integrating insurance into your core business. Protect your members with proven coverage from nationally recognized leaders Liberty Mutual Insurance and Esurance.

Proven, predictable and immediate results



Nearly **1 million** active TruStage Auto & Home policies.³

Rooted in a 20-plus-year arrangement, TruStage and Liberty Mutual Insurance now offer more carrier options, making it easy for members to find a policy that fits their individual needs.



Members saved **\$509** on average when they switched to the TruStage Auto & Home Insurance Program.⁴

QuoteConnect tool

By integrating its loan origination system, Liberty Mutual Insurance leverages pre-entered auto loan information to create and email your members a free provisional insurance quote—all within minutes of loan approval. Loan officers need to ask members just one additional question, and QuoteConnect handles the rest.



Response rate **2.5 times higher** than direct mail.⁵



15% higher conversion rate for auto policies.⁵



51% higher conversion rate for home policies.⁵

With consumer demands evolving rapidly, the right program can set you apart. TruStage helps make auto & home insurance easy, ensuring members get ample protection and have a better experience with your credit union.

Learn more at www.cunamutual.com/Auto or contact your CUNA Mutual Group sales executive at 800.356.2644.

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¹ J.D. Power, "2016 U.S. Insurance Shopping Study: Insurers Lean on Online Presence to Grow Premiums," May 1, 2016. ² comScore, "2015 Online Auto Insurance Shopping Report," November 18, 2015. ³ CUNA Mutual Group, Program Reporting, Dec. 2017. ⁴ Average savings based on nationwide survey of new customers from 8/1/16 to 8/1/17 who reported savings from prior premiums when they switched to Liberty Mutual Insurance. Savings comparison does not apply in MA. ⁵ Liberty Mutual Insurance, June 2018.

TruStage[®] Auto & Home Insurance Program is made available through TruStage Insurance Agency, LLC and issued by leading insurance companies. Discounts and savings are available where state laws and regulations allow, and may vary by state. Certain discounts apply to specific coverages only. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. A consumer report from a consumer reporting agency and/or motor vehicle report will be obtained on all drivers listed on your policy where state laws and regulations allow. Please consult your policy for specific coverage and limitations. The insurance offered is not a deposit, and is not federally insured, sold or guaranteed by your credit union.
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