

Association AdvantageSM

Working together to reach new heights.





Meaningful partnership, meaningful benefit

You provide your members with resources that help them succeed. We provide our policyholders with professional services and specialized insurance that protects their success. Together, we have an opportunity to forge a relationship that enables your association and members to achieve new heights.

When you partner with SECURA Insurance as your association's carrier of choice, we will:

- Work with you to create a valuable benefit for your members.
- Provide the materials and support you need to market this unique benefit.
- Negotiate with you to develop a meaningful partnership reward.

We are the association program company

Our *Association Advantage* program is designed to help you foster robust membership. The process we have in place is simple and straightforward, and the result is a customized plan for your organization.

Expertise

Rely on our association professionals to develop this advantage for your members. Your independent agent and SECURA representatives will meet with you to uncover your association's unique needs. Then we'll tailor a program to meet those needs.

Marketing support

Partner with us and we'll make it easy to announce and promote this new benefit. You'll receive a:

- Letter to send your members that outlines the program.
- Sell sheet that highlights the services and unique coverages developed specifically for your industry.
- Print ad to run in your publication or other trade magazines.

Rewards

Any true partner program shares the rewards of the partnership. Our *Association Advantage* is no exception. Some examples of rewards we've developed for other associations include:

- Financial support for conference fees, certification programs, and other training and development opportunities.
- Special policyholder discounts.
- Other rewards based on program performance.

Your members will see the value

Specialized coverage, competitive pricing

Our ability to develop industry-specific coverage at a competitive price is a benefit certain to resonate with the people in your association. When your members choose us, we'll be there to protect them, their businesses, and their lifestyles.

Superior claims service

SECURA was founded in 1900, and we've been promptly paying claims ever since. Helping our policyholders recover from loss is where we excel. When the unexpected happens, we:

- Contact the policyholder within eight business hours of notification.
- Follow up regularly, keeping the policyholder updated about the claim.
- Work to resolve even the most difficult claims quickly and with care.

Risk Management

The least costly accident is the one that never happens. We help policyholders reduce their exposures and losses through customized services, such as:

- Risk Management consultations.
- Safety sessions at annual conferences specific to the needs of your association.
- Articles for your newsletter geared to the safety concerns of your members.
- Access to a complete video library.
- Bulletins and pamphlets for site management meetings.
- Unlimited access to our online safety resource, *Prevention Connection*SM.

Let us design a program for you

Your association and members have much to gain through our *Association Advantage* program. Agree to the next step, and we'll prepare a proposal that answers specifically to the needs of your organization.

We'll be with you every step of the way:



Contact SECURA's Director-Association Development: associationadvantage@secura.net or 800-558-3405



SECURA
INSURANCE COMPANIES

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