

## FOR IMMEDIATE RELEASE



### **Professional Insurance Agents of Tennessee Selects EFG Companies As Its Ancillary Products Partner**

*-Partnership designed to increase insurance agent profit by at least 30 percent-*

**DALLAS, TX (January 21, 2014) Professional Insurance Agents (PIA) of Tennessee and EFG Companies, the innovator behind the award-winning Hyundai Assurance program, announced today that PIA of Tennessee has selected EFG as its consumer protection products partner to drive greater revenue for its insurance agents.**

With increased pricing pressure from carriers and expanding competition, insurance agents across the U.S. are struggling to grow their business. To address this need, PIA of Tennessee chose to partner with EFG's Simplicity Division and provide its members with three differentiating products:

- Simplicity Home Protection which protects customers from the unanticipated costs of home ownership by covering household systems and appliances;
- Simplicity Vehicle Protection is a vehicle service contract which covers many of the most expensive components on a vehicle; and,
- Simplicity Repair Protection negotiates vehicle repair costs on behalf of the agent's customer.

"PIA's mission has always been to support the future of our insurance agents," said Jeff Anderson, Executive VP, PIA of Tennessee. "EFG demonstrated the value of adding new revenue streams through its Simplicity Protection product line, and we expect our members to see an immediate impact to their business."

As part of the partnership, EFG's Simplicity Protection division will provide the technology, training, marketing and sales support to ensure successful implementation. PIA members will also have the security and the ability to profit from the knowledge that the products they are offering are backed by EFG's nationally award-winning claims administration.

"There is significant opportunity for independent agents to surpass their 2015 business goals," said Mark Rappaport, President, Simplicity Division of EFG Companies. "The post-recession consumer is much more savvy with regard to protecting two of their largest investments, their home and vehicle. We haven't met an agent yet who didn't jump at the opportunity to grow their business by more than 20 percent."

With almost 40 years of enabling clients to move beyond industry standards in customer acquisitions and profit, EFG believes business success is ultimately measured by a simple premise: keeping a promise to a customer at a time when they need it most. This commitment is reflected in EFG's client satisfaction rate where 92 percent of its clients would highly recommend EFG to their peers, as well as the company's awards and

certifications. EFG is the only product provider to be certified as a Center of Excellence by Benchmark Portal – a customer service designation that less than 10% of companies achieve. In 2014, EFG was also the only product provider awarded the Automotive Service Excellence (ASE) Blue Seal of Excellence, with EFG’s claims adjusters averaging 15 years of experience.

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### **About PIA of Tennessee**

Professional Insurance Agents of Tennessee is a state-affiliate of the National Association of Professional Insurance Agents, which represents member insurance agents and their employees who sell and service all kinds of insurance, but specialize in coverage of automobiles, homes and businesses. PIA members are *Local Agents Serving Main Street America* <sup>SM</sup>. <http://www.piatn.com/>

### **About EFG Companies**

EFG Companies combines almost 40 years of experience serving as an industry innovator of consumer and vehicle protection programs with the company’s commitment to raising the industry bar in providing superior client engagement. With their field and administrative teams AFIP and ASE certified, EFG’s professionals provide world-class product development and administration, go-to-market strategies, training and auditing support across a multitude of channels. [www.efgcompanies.com](http://www.efgcompanies.com)