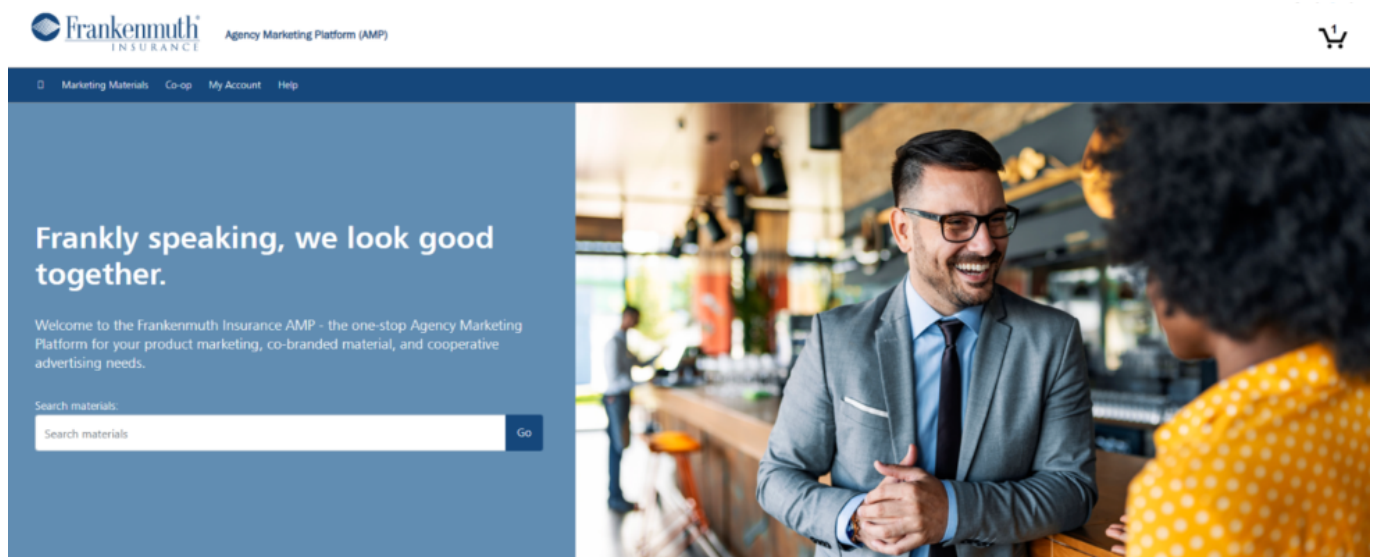
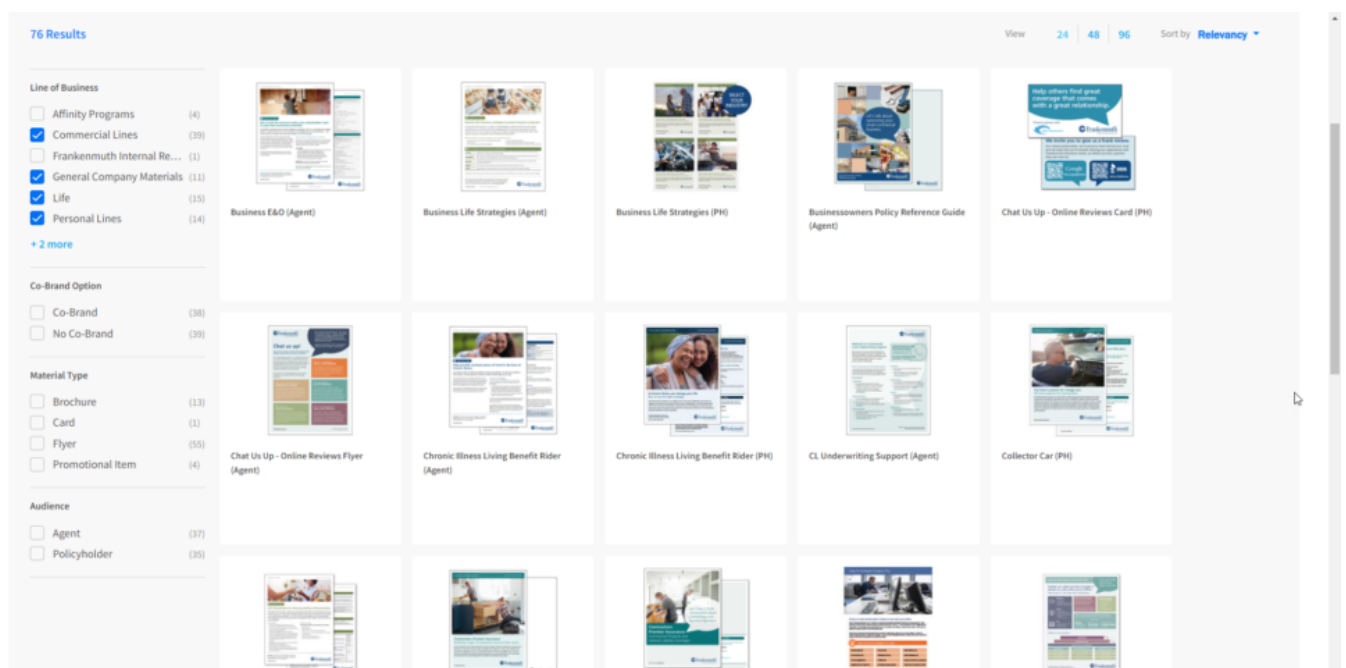


Introducing AMP — The New Resource for Marketing Materials and Cooperative Advertising Program

Accessing marketing materials and participating in our cooperative advertising program just got easier. Frankenmuth Insurance is excited to announce a new Agency Marketing Platform (AMP), launching Monday, April 4, 2022. A snapshot of AMP's homepage is shown below.



AMP will make it simple for agents to have access to agent sell sheets, policyholder overview materials, and cooperative advertising materials like billboards and social media posts. Pictured below, the interface makes it easy to see all available materials, with many that are ready to be customized with your agency logo.



Within AMP, agents will be able to customize materials for policyholders with their agency information. The materials can be either downloaded as a PDF or professionally printed and shipped to agency offices. Customizing a marketing flyer is a quick and easy process. Fill out a few information boxes, as shown in the below image, and you're good to go.

Customize Your Ad

*Required

Diamond Advantage - Janitorial (PH)

Back

Verify Agency Information

To Upload your logo, please click the word "Gallery" and then again on the upload arrow.

Agency Name

TestLocation

Char Count 12 of 40

Phone Number

1234567890

Char Count 10 of 15

Web Address

abc.1@testmail.com

Char Count 18 of 50

Agency Logo

ABC INSURANCE

GALLERY

Page: Back Zoom: FIT

View Proof

Diamond Advantage — Janitorial

Let's have a frank conversation

While you provide cleaning solutions to clients, let our coverage provide your business with peace of mind.

At Frankenmuth Insurance, we understand the unique insurance needs of janitorial businesses. That's why we're pleased to offer coverage specifically designed for protecting your business.

Featured coverages

When the unthinkable happens, coverage is available for losses, such as:

- Key and lock replacement costs due to theft or loss at your clients' locations
- Property off premises, such as janitorial equipment and supplies stored at your clients' locations
- Property in transit, such as computers, janitorial equipment, and supplies

Our Diamond Advantage Program for janitorial businesses also offers additional coverages, so we can sweep away your worries while you focus on what matters most.

Additional coverages

A client's expensive vase is knocked over. The office carpeting is damaged after the wrong cleaning solution is used. When situations like these arise, our coverage can help by providing reimbursement up to \$5,000 (per occurrence) for property damage costs paid to your client resulting from work you performed.

Even with meticulous, careful work, we understand that mistakes can happen. That's why both you and your clients deserve the peace of mind that you're both protected in case anything happens to their property while under your care.

Talk with your agent about adding higher limits of errors and omissions coverage for your business to supplement your policy.

Frankly speaking, insurance should be the last thing on your mind.
Because it's always the first thing on ours.

Headquartered in Frankenmuth, Michigan, we've been providing the coverage people need with the service they deserve since 1868. And, we're represented by more than 700 independent insurance agencies in 15 states.

When you place your trust in us, we work to build a lasting relationship by exceeding your expectations with honest, open, and upfront service – every single time. And it all starts with a frank conversation.

To learn more, visit us online at fbins.com.

LET'S TALK TODAY

Ready to have a frank conversation about our Diamond Advantage coverage? Let's talk.

TestLocation

1234567890

abc.1@testmail.com

ABC INSURANCE

Frankenmuth INSURANCE

FL_DIA_Janitorial_PH_2022-06

The platform will also be the new hub for the cooperative advertising program. AMP will house key information about the program, show available funds for each agency, and provide agents the ability to request projects and submit for reimbursements directly.

We're excited to begin this new venture, together. Additional information and training announcements will be shared next week. If you have any questions, please reach out to us at marketing@fmins.com.