Marketing Tip: Exclusive Protection You Can Offer Your Customers

Safety for them, a sales tool for you.

It has become easier and easier for criminals to commit identity theft and data breaches, and harder for victims to recover. Whether you're talking with personal or commercial policyholders, offer them protection that can help further your relationship and show them you're always working to meet their needs.

For personal policyholders: FREE identity theft protection.

Frankenmuth Insurance offers FREE identity theft protection for individual policyholders. Few insurance providers offer this kind of benefit at no charge – which can set agents like you apart. Supported by CyberScout™, America's premier provider of identity services, a fraud specialist is available at any time to resolve identity theft issues for your customers and restore their peace of mind. Agents can take advantage of this benefit as well.

This is great news for all your customers, and a valuable sales tool for you as an agent. Here are some of the ways policyholders (and agents) can benefit:

- **Travelers:** Replace lost or stolen licenses, passports and visas anywhere in the world.
- **Service members:** Set up military fraud alerts for anyone on active duty. If there's unusual activity on one of their accounts, they'll get an instant notification.
- **Caregivers:** Get help preserving an elderly or ill loved one's identity, so their information can't be misused.

These are just a few of the services policyholders can access to safeguard sensitive personal information.

For commercial policyholders: Cyber and Information Protection Plus.

As one of our agents, you have unique benefits to offer your small business clients as well. Our Cyber and Information Protection Plus package is one of the best in the market. It's affordable and effective, and it can:

- Provide your client with expert tips and advice, available online 24/7
- Give them their own data-breach coach
- Cover almost every major issue, like network security protection, notification expenses, privacy breach costs, defense coverage, coverage against cyber extortion, coverage against cyber terrorism, etc.

Both current and prospective small business clients will appreciate the advantages of this kind of protection.

If you have questions about identity theft prevention or cyber insurance coverage, contact your field manager.