

New Personal Lines Product Materials Available for Print on Demand

As an insurance expert, you understand that personal insurance is just that – personal. To your clients, it's not just a house; it's a home. And, it's not just a car; it enables them to experience life's journey, one mile(stone) at a time.

At Frankenmuth Insurance, we recognize the importance of providing marketing support to our agency partners, so that it's easy to talk to your clients about protection that's personalized to their unique needs. That's why we're pleased to offer new Personal Lines marketing materials to meet future market needs and support mutual growth opportunities.

By now, hopefully you and your staff have visited our new Print on Demand (POD) site for marketing materials, which is accessible from iBIS via the Marketing tab under Resources. Through the POD site, agency partners will have access to:

- Sell sheets: Product sheets for agency use only that will help to educate agency staff on the benefits of a product.
- Co-branded materials: Printed bi-fold & tri-fold brochures and single-page documents with preselected areas to add an agency logo and contact information to aid agency partners in the presentation of a product for sale to customers.
- General FI marketing materials: Non-product specific pieces such as appetite guides, corporate highlights, etc. that will help agents better understand Frankenmuth Insurance and educate customers about our company.

The site allows you to download PDFs of the sell sheets or order high-quality, professionally printed co-branded materials that will be shipped directly to your agency within 10 days. And, as a reminder, Frankenmuth Insurance will also continue to provide up to 50 of each marketing piece per year at no cost to your agency. If a higher quantity is desired, the site allows for payment by the agency. And, all agencies will also receive free shipping on all orders placed in 2018.

We encourage you to check out the following NEW marketing materials now available for download to educate your staff on the benefits of our Personal Lines' products:

- Ultra Home Guardian
- Home Protector
- Personal Umbrella
- Personal Auto

To help you and your staff get the most out of our POD site, we've developed step-by-step instructions for placing an order on the site. To access these materials, click the links below. You may also download these resources from the home page of the POD site.

- [Print on Demand Guide](#)
- [Print on Demand – Frequently Asked Questions](#)

We hope these new Personal Lines' marketing materials will aid you in your staff training and conversations with new and existing customers.

Should you or your staff have any questions, please feel free to contact your field manager or email our team at marketing@fmins.com.