



## AssureStart At-A-Glance

<b>Founded</b>	February 2013
<b>Headquarters</b>	Seattle, Wash.
<b>Product Offering</b>	Business owner's policy – a combination of general liability and business property insurance coverage. Future offerings to include commercial auto and workers' compensation.
<b>Target Market</b>	Small businesses with one to 30 employees. Covered business classes include a wide range of retailers, service providers and consulting firms.
<b>Sales Process</b>	Direct to small businesses over the Internet at <a href="http://www.AssureStart.com">www.AssureStart.com</a> . Licensed insurance professionals are available via phone, email or web chat to assist at any point in the application process.
<b>Value Proposition</b>	24/7 online availability. Fast, easy, paperless insurance-buying process – customers can get a rate quote and purchase a policy in as little as five minutes, with immediate access to a certificate of insurance. With AssureStart's all-new technology and efficient, direct sales model, savings are reflected in lower rates.
<b>Service Area</b>	Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Georgia, Idaho, Indiana, Illinois, Iowa, Kansas, Kentucky, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Jersey, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Washington, Wisconsin and Wyoming. National footprint to be complete in first quarter 2015.
<b>Financial Strength</b>	Backed by American Family Mutual Insurance Company, rated 'A' (Excellent) by A.M. Best.

## Company Profile

AssureStart is dedicated to serving the insurance needs of small businesses with one to 30 employees. Based in Seattle, the company sells business owner's policies (general liability and business property insurance coverage) direct to small businesses via its website, [www.assurestart.com](http://www.assurestart.com). The website features a proprietary, easy-to-use recommendation engine and the ability to bind coverage online and download a policy and certificate of insurance at the point of sale. AssureStart serves as the managing general agent for policies underwritten by Midvale Indemnity Company, an affiliate of Madison, Wis.-based [American Family Insurance](http://www.amfamily.com).

Web: [www.assurestart.com](http://www.assurestart.com)

Twitter: [www.twitter.com/assurestart](https://twitter.com/assurestart)

Facebook: [www.facebook.com/assurestart](https://www.facebook.com/assurestart)

Google+: <https://plus.google.com/+Assurestart/posts>

## AssureStart Milestones

<b>February 2013</b>	Incorporated in Washington State
<b>November 2013</b>	Launched business owner's policy (BOP) in first state – Texas
<b>December 2013</b>	Moved into new headquarters in Seattle's historic Pioneer Square
<b>February 2014</b>	Rolled out BOP in Maryland, Pennsylvania and Washington
<b>May 2014</b>	Became the recommended provider of discounted small business insurance to Seattle Metro Chamber of Commerce members  Featured as Gold-level sponsor of Seattle Metro Chamber of Commerce Tradeshow 2014 during National Small Business Week  Announced partnership with Bolt Solutions to increase distribution reach
<b>June 2014</b>	Expanded into three more states – Colorado, Oregon and Missouri
<b>July 2014</b>	Increased service area with addition of Arizona, Kansas, Michigan, Minnesota, New Jersey, Tennessee, Wisconsin and Wyoming
<b>September 2014</b>	Opened for business in Nevada, New York, Ohio and South Carolina  Recognized with two industry honors – the SMA Innovation in Action Award, and the Technology Innovation Award, presented by the Insurance Accounting and Systems Association (IASA) and Ward Group
<b>October 2014</b>	Announced service availability in Connecticut, Delaware, Indiana, Illinois, Kentucky and Oklahoma
<b>November 2014</b>	Kicked off service in Alabama, California, Idaho, Georgia, Maine, Nebraska and North Carolina
<b>December 2014</b>	Rolled out BOP in Arkansas, Iowa, Mississippi, Montana and Utah



411 1<sup>st</sup> Avenue South, Suite 200 North  
Seattle, Wash. 98104  
[www.assurestart.com](http://www.assurestart.com)