



## **Trusted by the Insurance Agents That Community Bankers Trust**

Community banks count on their insurance advisors to help protect what's important to them -- from their property to their people. Here are three real-life examples of insurance agents who helped meet community banks' unique property & casualty insurance needs by placing their confidence in The Hartford.

### **Additional Coverage**

This independent bank with 16 locations prides itself on the personal attention it has provided to customers since its founding in the late 1800s. Likewise, the bank's independent insurance agent prides herself on knowing what each of her clients need for property and liability protection -- and then guiding them to the right solution.

Familiar with The Hartford's insurance program for community banks, the agent recognized potential gaps in the bank's insurance policies from another carrier. As one example, The Hartford's Property Choice® coverage -- tailored for financial services firms with a unique SPICE® endorsement -- automatically provides \$25,000 coverage for ATMs at unscheduled premises, an important bank-specific coverage missing in the other carrier's program.

A request to The Hartford for a pricing indication prompted the agent to make a formal submission to The Hartford when the bank's insurance program approached expiration. Thanks to the agent's experience with banks and her initiative, the independent bank gained an additional coverage with no increase in price.

## **Rapid Growth**

This 11-branch community bank is a relative newcomer, recently organized to fill a perceived void created by consolidation in the banking industry by offering a local alternative to national banks. The perception has proved to be reality, as the bank has become one of the faster growing de novo banks in the country.

The bank's insurance program had been with the same insurance company since the bank's founding. Now, seeing the bank's expansion and aware of its plans for opening branches in more locations, the bank's insurance agent launched a search for an insurance carrier better able to accommodate the bank's growth.

After a formal re-marketing of the bank's insurance program, the agent and the bank selected The Hartford not only for The Hartford's unparalleled breadth of coverages for everyday -- and bank-specific -- risks, but especially for The Hartford's claims and loss control services in virtually any location in which the bank might open a branch in the future.

## **Economic Downturn**

A challenging economy can lead to financial distress for even the strongest institution, including a community bank. When this six-location community bank suffered a decline in its financial ratings, its insurance agent consulted with The Hartford -- the bank's insurance company for several years -- to help facilitate a smooth renewal of the bank's insurance program.

The agent had confidence in The Hartford's long, strong presence in the insurance market for community banks. She knew that The Hartford's long-term commitment to community banks afforded The Hartford the experience and knowledge to help maintain stable insurance coverage for its community bank customers through difficult times.

The agent's confidence was well placed. The Hartford, named by the Ethisphere Institute as one of The World's Most Ethical Companies for four straight years, successfully renewed the bank's insurance program, allowing the bank to focus its attention on serving the needs of its targeted small and mid-sized business customers and regaining its financial strength.

