Trusted Choice® Branding Frequently Asked Questions

How Does Trusted Choice® Work?
Trusted Choice® is dramatically increasing consumer awareness of the benefits independent agents and brokers offer: choice, customization and advocacy—the very benefits our research has shown consumers want most.

Remember, Trusted Choice® is more than advertising. It is a brand shaped in response to consumer priorities, highlighting the strengths of independent agents and brokers.
Trusted Choice® is designed to grow as a result of the collective marketing efforts of each and every member.

But My Agency Already Has its Own Brand...
Great! Trusted Choice® is not designed to take the place of your own agency branding efforts or advertising but should work in conjunction with it.

Unlike an association logo, which merely connotes membership in an organization, think of the Trusted Choice® logo as a "seal of approval." Flying the Trusted Choice® logo positions you as a premiere agent and conveys a level of integrity, trust, and expertise.

What are the Benefits?
- Licensed use of the Trusted Choice® logo
- Qualified leads through the Trusted Choice® Agency Locator
- Up to $1,600 through the Marketing Reimbursement Program and another $500 for sponsoring local community events
- Access to customizable print ads, mailers, and press releases
- Professionally produced tag-able television and radio spots
- Consumer articles for your websites, newsletters, and mailings
- Optional RSS feed for your website
- Much, much more

Where Can I Find My User ID and Password for the Website?
Trusted Choice® **uses the same** User ID and Password as the IIAM website. If you don't remember, send an email to info@iiamt.org with your name, your agency name and your agency address.

How Can I Add My Agency to the Trusted Choice® Agency Locator?
All members of the IIAM have a basic agency profile. You simply need to login and update your information. By doing so, consumers visiting the site can locate an agency by zip code, insurance lines written, company appointments/affiliations, and even languages spoken.

How do I update my free agency profile?
1. Go to www.TrustedChoice.com/agents and enter User ID and Password.
2. Select "Update Your Profile" under "Important Links".
3. Proceed through the process until it notifies you that your profile has been updated, otherwise the data will not be saved.
4. Upon completion of your update it takes one business day for the system to update records.
5. You will not be listed on the consumer site until one day after you have successfully completed your profile update.

How Do I Enter My Branch Agencies?
The above steps for creating or updating a profile also must be taken for each branch agency that is added. This can be done by the main office administrator or delegated to an administrator from each branch office.

Where Can I Find the Logo?
The logos are available for download at www.TrustedChoice.com/agents. Sign in and click on "Trusted Choice Logo Files" under "Important Links"

Where Can I Find the Print/Television/Radio Ads We Can Tag?
Tag-able versions of the Trusted Choice® television, radio and print ads are available at www.TrustedChoice.com/agents. Sign in to the website and click under "Freedom Campaign 2014" banner to see how to access all of the available advertising options.