

Why Mexican Insurance

Agenda

- Brief History
- WHY Mexican Insurance?
 - The Market
 - Coverage
 - Profitability
 - Domestic Leads
 - Cross Sell
 - Retention
- Does this Work?
- Summary

Brief History

- ❑ In January 2000, IIG changed the Mexican insurance landscape by creating an Online system that allows agents to issue Mexican Insurance policies Online.
- ❑ Through our Online systems, we have streamlined the underwriting process and, in turn, have streamlined the binding and issuance of policies
- ❑ With our system, agents have found an easy way to INCREASE REVENUE with virtually NO COST

Why- The Market

- 88 million border crossings into Mexico each year (32 million unique vehicles)
- 41 million Hispanics live in the US. Many visit family and friends throughout the year
- Each vehicle needs Mexican Insurance coverage

WHY- Coverage

- ❑ Most US car insurance is NOT valid in Mexico
- ❑ Mexico law requires liability insurance from an admitted company
- ❑ Many people buy Mexican insurance at the border, leaving them exposed to “fly by night underwriters” and poor coverage
- ❑ Our policies provide coverage for the entire Republic of Mexico
- ❑ Coverage through admitted Mexican carriers that have A ratings or are subsidiaries of A rated companies

WHY- Profitability

Compensation

- 25% Premium-We send you a check at the end of the month

Expenses

- Virtually Nothing
 - Time to issue policy
 - Claims and other servicing issues handled by others

WHY- Domestic LEADS

□ Lead Generation

- Many companies do not offer Mexican insurance. This allows agents who do offer this product to solicit new domestic business using Mexican Insurance
- Reports system includes sortable database of customer information, such as:
 - Insured Name and Address
 - Phone Number and Email Address
 - US Insurer, policy number, and exp. date
 - Vehicle Make, Model, Value, and V.I.N.

This information is designed to make it easier to expand current customer base by enabling the solicitation of online Mexican Insurance Customers

WHY- CROSS SELL

- ❑ Selling Mexican insurance provides an opportunity to increase revenues by selling this product to current customer base
- ❑ Provides agents with the opportunity to review current domestic policies and their coverage.

WHY- Customer Retention

- Current domestic customers will not be solicited by competitors while looking for insurance for Mexico

Does this Work?

- Over 10,000 agents across the US have found this is a great and easy way to increase revenues.
- It is a proven model and a proven system

Summary

- Increased Revenues
- Leads for Domestic Business
- Cross Sell Opportunities
- Customer Retention
- Added value to current product Line