

More Than Just Insurance.

Plymouth Rock
assurance™

Agent News

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Chris Olie
President, Plymouth Rock



Tim Sawyer
Co-Founder, Astonish Results

One Click Claim Reporting

Now your Plymouth Rock customer with web-enabled mobile devices can report claims

Massachusetts Agents Get Key Insights at June 9 Meeting

On Wednesday, June 9th, Plymouth Rock agents from all over Massachusetts gathered at the Holy Cross campus in Worcester to hear Chris Olie share our operating results and highlight the many efforts underway to help our agents grow. The key themes included:

- We met our goal to maintain market share after the introduction of managed competition, however our loss ratio suffered and we swiftly made some rate corrections.
- The heavy lifting to improve underwriting results is largely behind us. Meanwhile, our competitors are now raising rates.
- We're working hard to make Plymouth Rock Assurance the preferred agency-based auto insurance company:
 - We're gathering feedback on what we can do better
 - We're making product changes to improve our competitive position
 - We're introducing service improvements
 - We're maintaining a broad underwriting appetite
 - We're strengthening our agency relationships
 - And we're helping agents grow by investment in web marketing

Following the Plymouth Rock overview, Tim Sawyer, co-founder of Astonish Results, and Ken Peterson, President of Encharter, gave stirring presentations about the need to embrace the Internet to serve the modern consumer (and put the fun back into agents' businesses along the way). Ken wrapped up the presentations with a discussion of Encharter's successful experience with Astonish Results since launching the program in late 2009.

Thanks to everyone who attended this special event!

Plymouth Rock Mobile Web is Here!

Here is another opportunity to engage your technically-savvy customers: Plymouth Rock's new mobile website. Our mobile site is specially optimized for a variety of web-enabled cell phones and mobile devices. It's easy to access – just type "www.plymouthrock.com" into your mobile browser's address window.



Plymouth Rock policyholders can view their policies or bills, or pay a bill, right from their mobile phones. Other visitors to the site can shop for, call or map their agency's location.

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Introducing the Bunker Hill Companion Discount!

Dear [Agent]:

Plymouth Rock is pleased to introduce a **5% Companion Discount** for auto policies effective February 1, 2009 and later that have any type of home, condo, tenant or dwelling companion policy written through Bunker Hill Insurance Company. This new discount applies to all vehicles and coverages on the policy, and is offered **in addition to the 20% discount** given by Bunker Hill when the corresponding auto is with Plymouth Rock.

Along with their competitive pricing, and easy, accurate valuations, Bunker Hill features their innovative 1775 Policy Form. This policy includes All-risk coverage for Building and Contents, 150% guaranteed replacement cost for dwellings, guaranteed replacement cost for contents up to 70% of the Coverage A limit, 100% of Coverage A limits for Ordinance or Law, \$15,000 for Identity theft coverage, Increased Special Limits of Liability, Personal Injury Coverage, and \$2,500 water backup coverage. You also enjoy the same convenience of AgentWeb, and the ability to write houses valued up to \$1,000,000.

*We know that writing account business can significantly improve retention and discourage people from shopping their insurance. I hope you will take advantage of the tremendous value, ease of doing business and commitment to service both Plymouth Rock and Bunker Hill offer to boost retention in your agency. Thanks.**

- Hal Belodoff, President

To take advantage of the **Companion Discount**, simply enter the Bunker Hill policy number onto the Applicant Information screen of AgentWeb, as illustrated:

We're Springing Into Action

...with gardening guidance, volunteer opportunities, and cooking competition. Here's what's happening:

Lunch & Learn: Garden Edition

Whether you've been gardening for years, or are just getting started, you need to attend the next Lunch and Learn on **Thursday, May 20**, at 12:00! A Master Gardener from the [Massachusetts Horticultural Society](#) will share expert advice on growing any type of plant you can put in your yard, house, or apartment. Got an ailing azalea, or wilting wisteria? Come watch live planting demos and ask all the questions you like!



And after gaining your new gardening skill, you'll want some plants to use them on, so stop by the Horticultural Society's [annual plant sale](#) – *Saturday, May 22* at Elm Bank in Wellesley.

Community Service Returns to St. Stephen's

Thanks to the incredible success of our previous afternoon with St. Stephen's, Plymouth Rock will be returning on **Tuesday, June 15**, to spend a few hours with the kids in the after school program. Volunteers will get to know the kids over a quick snack, then help them with school work and other projects. St. Stephen's Episcopal Church is just a few miles away in the South End, and a very easy Silver Line ride from the stop next to our building. Contact [Sheila Walsh](#) to sign up.

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Annual Meeting

The Plymouth Rock Companies' Annual Meeting is **today** at the **Boston Harbor Hotel**, located on Atlantic Avenue at 70 Rowes Wharf. The meeting will take place in the Wharf Room. Jim Stone and Hal Belodoff will talk about the year gone by and the road ahead.

All employees are encouraged to attend. Please be sure to arrive by 2:45 – the meeting draws a large audience and everyone must be seated before the event **begins promptly at 3:00**. Refreshments will be served.

We look forward to seeing you there.



We Brake for Birthdays!

ABC Insurance and
Plymouth Rock Assurance
wish you a wonderful birthday!

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Your birthday is a great time to check your license to see if it is due for renewal. [Click here](#) to get free email reminders for this and annual vehicle inspections and registration renewals.



Robert Smith Insurance
Agency and Plymouth Rock
Assurance wish you

Happy Birthday!

*Does your driver's licence expire this year?
Sign up for [free email renewal reminders](#)
from Plymouth Rock.*

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