



At Bristol West®, making auto insurance *Easy as That* extends to the technology we make available for you to use with your consumers. **Introducing a new way for prospects to buy a Bristol West personal auto policy through your agency.**

What is Click to Buy? It is a simple and secure way for your prospects to receive a quote and, if eligible, directly book their own Bristol West personal auto policy and contribute to your book of business.

Click to Buy Highlights:

- It simplifies purchasing an auto policy for consumers who prefer an online experience.
- Your agency information is displayed throughout the online quote process.
- Using your custom URL, your prospects can shop for a Bristol West policy at their convenience.
- Your location earns full commission on Click to Buy policies.

How does it work? If your agency chooses, you can place the custom URL link you receive from us on a website or in other promotional content. When an interested prospect clicks the link, they can start their own quote by selecting their state and ZIP code. They get redirected into our consumer website to complete the online quote process, while keeping the quote linked to your location. Qualified individuals will receive a quote and the option to sign and buy coverage, which they can do all within the site. Our system accurately prices and underwrites the risk. MVR, CLUE, and other reports are factored in.

Easily integrate your Click to Buy URL into marketing efforts by creating a text hyperlink or a QR code, then:

- Add it to your website.
- Use the URL in your social media posts.
- Feature the URL as a QR code on signage in your office.
- Use the URL on correspondence with your prospects.
- Use the URL to strengthen any dealer relationships you may have.

Get started with your own Click to Buy URL! We're promoting Click to Buy to select states on a roll-out basis. Watch your inbox for emails about Click to Buy and follow the details provided or talk to your marketing representative for full details.