



Promotional Catalog of Materials & Services

'Impressions' Sell Sheets

Description: A series of 8.5" x 11" sheets that provide information, features and benefits about American Modern, our products and our services. PDF available via modernLINK's e-forms area.

Form #	Item Description
04281-01	First Choice – For Boats
04281-02	Jetsport – For Personal Watercraft
04281-03	Elite Collector Car
04281-04	Motorcycle/ATV
04281-05	Recreational Vehicle
04281-06	Dwelling Fire
04281-07	Manufactured Home - Agency
04281-08	Manufactured Home - Dealer
04281-09	Snowmobile
04281-10	modernLINK
04281-11	Claims Service
04281-12	EZtel
04281-13	Policyholder Retention Strategies
04281-14	Open Lot Coverage
04281-15	Builder's Risk Protection
04281-16	Service Plans for New/Pre-owned Homes
04281-17	Licensed or Not, We can Work with You
04281-18	modernLINE
04281-19	Customized Conversions
04281-20	Dwelling DP-3
04281-21	Marketing Center
04281-22	Vacant Dwelling
04281-23	Specialty Homeowners
04281-24	Breakdown Endorsement
04281-25	Commercial Scheduled Dwelling

Product Brochures

Description: We offer a wide array of 3.75" x 8.5" 4-color brochures that promote the features and benefits of our various specialty products and services. They're available at no charge unless you want them customized to include your agency's name and logo.

Form #	Item Description
02423-200607	Spanish Manufactured Home
03095-200702	Spanish Dwelling
03790-200509	modernLINK
03907-200601	Flood
03931-200708	Site-Built Dwelling DP-3
04009-200803	Manufactured Home – Primary Residence and Seasonal
04010-200708	Manufactured Home – Tenant
04014-200702	Manufactured Home – Commercial
04016-200702	Manufactured Home – POS Primary Residence and Seasonal
04018-200702	Manufactured Home – Land Home
04024-200708	Motorcycle
04025-200702	Watercraft
04030-200702	Personal Watercraft
04031-200702	Motorhome & Travel Trailer
04032-200709	Collector Auto
04033-200702	Snowmobile
04201-200702	Site-Built HO-10 Protection
04320-200702	All Casualty
04402-200702	A Good Move (About the Company)
04616-200702	Specialty Homeowners HO-3
04762-200702	Commercial Physical Damage Open Lot
04764-200612	EZPay (Includes sign-up and postage-paid envelope)
04913-200706	All Products
04974-200702	American Home Guard (AMH)
05044-200701	American Home Guard (ASH)
05045-200701	Vintage Home Guard (AMH)
05046-200701	Vintage Home Guard (ASH)
05129-200705	RV Specialty
05130-200707	Commercial Coverage for Multiple Rental Dwellings (10+)
05136-200708	EZTel Buckslip
05182-200708	Spanish Motorcycle
05199-200707	Travel Trailer
05249-200706	Modern Home Guard
05311-200708	Spanish Tenant
05339-200707	ATV
05467-200710	Commercial Physical Damage for Manufactured Housing Communities
05521-200710	Builders Risk
05656-200801	Specialty Homeowners

Customizable Templates and more!!

Need advertisements for a trade publication, a postcard for a direct mail campaign, or images for your web site? We've got you covered with our new Marketing Center. Visit today at marketingcenter.amig.com.

Visit our Marketing Center at marketingcenter.amig.com to customize templates, download logos and request product images!

State Specific "Think of Us First" Sell Sheets

Wonder where we're competitive with the products in your state? Check out our "Think of Us First" sell sheets on e-Forms.

Form #	Item Description
04605-State Abbreviation	Think of Us First



Converting A Book of Business

When you convert a book of business, you need everything to go as smoothly as possible. American Modern provides communications, based on your specifications, to make the process an easy one.

Customized letters from you and American Modern to accounts and policyholders explain what's happening and next steps (also available in Spanish), including:

- Who we are, and what we have to offer. You may choose to tell them about our superior claims service, or share what other policyholders have to say about American Modern.
- Why the change is happening, in easy to understand language.
- Changes to the policy and what these changes mean (if applicable).
- Additional products and services available (if applicable).

Policyholder Retention

American Modern utilizes market research (Policyholder and Agent Surveys, feedback from Agents and internal associates), messaging, direct mail and reporting to continuously develop best practices around retaining our policyholders.

How Does Your Retention Stack Up?

Your American Modern Sales representative can provide your current retention reports.

These reports include the following information and more by product:

- Retention, Renewal and Cancellation Information
- New and Renewal Business Retention
- Policy and premium Retention

No Policies "At Risk" of Canceling? Then Don't Read this Section

Your very own At-Risk policy report on modernLINK provides up-to-date information on policies at risk for cancellation by Company and Subproducer. The system automatically calculates an At-Risk score for you, based on a number of different factors, including:

- Number of days before or after payment due date
- Number of Times the Policy previously renewed
- Payment Plan
- Rate Increase Amount (on expiring policies)
- Late Payment History
- The Policy Term
- Seasonality of the Product
- Expiration Date

Easily accessible help screens make it easy for you to use At-Risk reports. Additionally, modernLINK displays Pending Expiration reports of policies set to expire for your review.

'At-Risk Report' User's Guide

Description: This 4.5" x 8.5" 2-color brochure provides information on how to interpret and use our proprietary "At Risk Policy Report," which is accessible through modernLINK. The report is an excellent retention tool, and the guide helps you make the most of it. It's available free in printed or electronic format.

Form #	Item Description
03155-0-G-200411	At-Risk Policy Report – User's Guide