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## **Insuritas Launches 'Quantum Agency'® Technology Platform for Financial Institution Insurance Partners**

– Full Integration to Lending, Online Banking and Policy Bind-on-Line Rolled Out –

East Windsor CT. December 6, 2011 – Insuritas unveiled its new 'Quantum Agency'® platform today. Quantum is the nation's first turnkey Insurance Agency operating platform that is uniquely designed, built and operated for financial institutions and their customers.

The Quantum Platform was unveiled today to a group of Bank Executives during a bank-agency luncheon presentation. Jeffrey Chesky, the President & CEO of Insuritas took the audience to a live demonstration to its first client using the new technology platform – Fairwinds Credit Union (\$1.5 billion assets) in Orlando Florida. The 'Quantum' platform features several 'firsts'.

### **'Quantum' provides complete integration into a financial institution's loan origination systems:**

Loan One-Touch - Historically, a banker has had to use a separate referral vehicle to introduce a borrower to the insurance agency – the 'Quantum' platform provides complete, automated integration to all of the nation's leading consumer, mortgage and commercial loan origination systems. The platform allows a banker to automatically send all relevant fields about a borrower and the collateral to the agent's desktop so they can underwrite immediately and deliver a 'free, no-obligation insurance quote' to the borrower within minutes.

### **'Quantum' provides complete integration into the financial institution's web portal, monetizing online banking traffic with online insurance sales:**

Shop On-line Insurance - Visiting Fairwinds home page, [www.fairwinds.org](http://www.fairwinds.org) a link to the Fairwinds Insurance Agency on the home page takes the consumer to Fairwinds Insurance Agency, a fully customized web portal that allows consumers to get quotes and buy an entire suite of insurance products, including auto, home and commercial insurance along with pet, wedding, life, dental, vision and more. *Fairwinds has averaged over 160 unique shoppers to its agency site every day over the last 30 days.*

### **'Quantum' allows a consumer to get multiple quotes from multiple carriers instantaneously – and BUY-ON-LINE.**

Buy-On-Line – The Fairwinds member can now get online bids for auto insurance from multiple carriers automatically – and for the first time, pull out a credit card and Buy-On-Line. The Quantum platform features a completely customized, financial institution branded shopping and buying experience.

### **'Quantum' automatically remarkets customers who did not buy using automated email communication campaigns at upcoming policy expiration dates.**

Personal Insurance Shopper – The Fairwinds member who wants to check on the competitiveness of current coverages or wants to revisit earlier quotes for updated pricing will receive automated emails linking them to current rates, and allows them to

shop for updated coverages and pricing using the Personal Insurance Shopper technology.

According to Paul Fisher, CTO of Insuritas, "We were strategically committed to providing our clients with an entirely integrated insurance agency system where their customers could shop and buy any insurance products they might need to protect their home, family or business as a part of borrowing, or paying bills online." Fisher continued, "The 'Quantum' Platform was launched after 6 months of development and five months of testing. Continued Fisher; "The results have amazed us. Fairwinds customers are shopping for insurance online along with applying for loans and paying bills – and remarkably, when the customer is talking to a live agent the 'quote to close' rates are 41%, but when the customer is allowed to shop **online** within the Credit Union's trusted brand, the quote to close ratio increases over 30%." Fisher concluded, "Community banks and credit unions enjoy very strong brand loyalty, and when they offer insurance products and services with the convenience of borrowing and online shopping, the consumer is delighted to shop and purchase insurance solutions from the brand they trust."

Jeffrey Chesky, president & CEO of Insuritas, said, "For years the CEO's of banks and credit unions have asked us to build an end-to-end web based insurance agency portal where they can offer the full line of insurance solutions to their customers in a one-stop shopping experience. We are delighted that our solution is exceeding their expectations."

### **About Insuritas**

Insuritas enables banks and credit unions to own a complete insurance agency solution without the significant capital investments required to build or buy an agency, or the inherent operational risks. Through a cost-effective outsourcing service, financial institutions leverage Insuritas' proven, end-to-end insurance agency solution. Insuritas is located in East Windsor CT. Additional information is available at [www.insuritas.com](http://www.insuritas.com). ###