

SPREADABLE WORDS

Sample Excerpt: Brochure for Marsh USA, Inc.

This excerpt is from a long-format brochure (15+ pages) that described Marsh's expertise to businesses in the middle market.

Marketing Your Insurance Program for Optimal Results

Marsh's marketing philosophy is simple—to maximize value for our clients by aligning our marketing strategy with your business objectives and values.

During our client onboarding process, we learn what matters most to you. Then we champion your program in the marketplace using strategies and tactics that make sense for your business.

Our approach to securing a successful program considers a variety of factors, including:

- Minimizing insurance costs relative to coverage, security and service
- Analyzing a variety of potential program designs for best fit
- Identifying your optimal level of retention relative to market prices and your program
- Providing complete data for better risk mitigation strategies
- Selecting and accessing the right carriers when soliciting proposals
- Creating competition for your business via strategic conversations with carriers
- Establishing successful relationships between you and your carriers

When you partner with Marsh, we'll use our premium volume and global placement expertise to negotiate the best deals for you in the marketplace. And we'll deliver it all with the same attention and service that you'd expect from a small broker.

Negotiating Power

Marsh places more than \$40 billion in premium annually—including nearly \$7.4 billion in property, \$8.3 billion in casualty, and \$3.4 billion in financial and professional coverage premiums—and we're the single largest producer of business for most major insurers, worldwide.

We have long-standing relationships with leading carriers in every major marketplace, including the U.S., Bermuda, Asia, London and Europe.

We'll access the market on your behalf, leveraging our massive global network, to secure the most efficient and effective program possible.

And, as a surplus lines broker, Marsh has access to admitted and non-admitted markets. This means that when you work with us, you'll never need to use a third-party intermediary.

End of Excerpt