



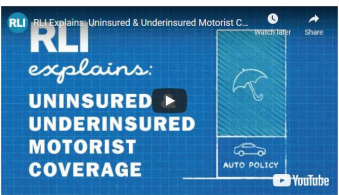
GROWING YOUR PUP BOOK IS EASY WITH THE TOOLS AT INDEPENDENTAGENT.COM/RLI

The Big “I” Personal Umbrella program offers a host of tools and resources, developed over the course of our more than 30-year partnership with RLI. Here’s a sampling of the goodies you can find online to boost your umbrella sales.



CREATE A PUP FLYER FOR YOUR AGENCY, READY TO SHARE WITH YOUR CLIENTS, IN JUST TWO CLICKS
Download a flyer and click the PDF contact box to add your agency info. Save it for office use, post on your website, or send with client proposals.

EDUCATE CUSTOMERS BY SHARING RLI’S SHORT UMBRELLA VIDEOS
Share these brief videos in social media posts, your agency website, or in an email campaign to raise customer awareness of the need for a personal umbrella policy.



SEND OUR PUP DECLINE FORM TO EVERY CLIENT WHO IS WITHOUT A PUP
This simple tool easily starts the PUP conversation with any customer. Increase sales and document your offer of additional liability to protect against a “failure to offer” E&O claim.



QUOTE QUICKLY AND EASILY
Click Online Quoter to quote with basic info in just two minutes.

GRAB SOCIAL MEDIA GRAPHICS
Eye catching conversation starters designed to help you spread the word about umbrella are ready for you to quickly share.

