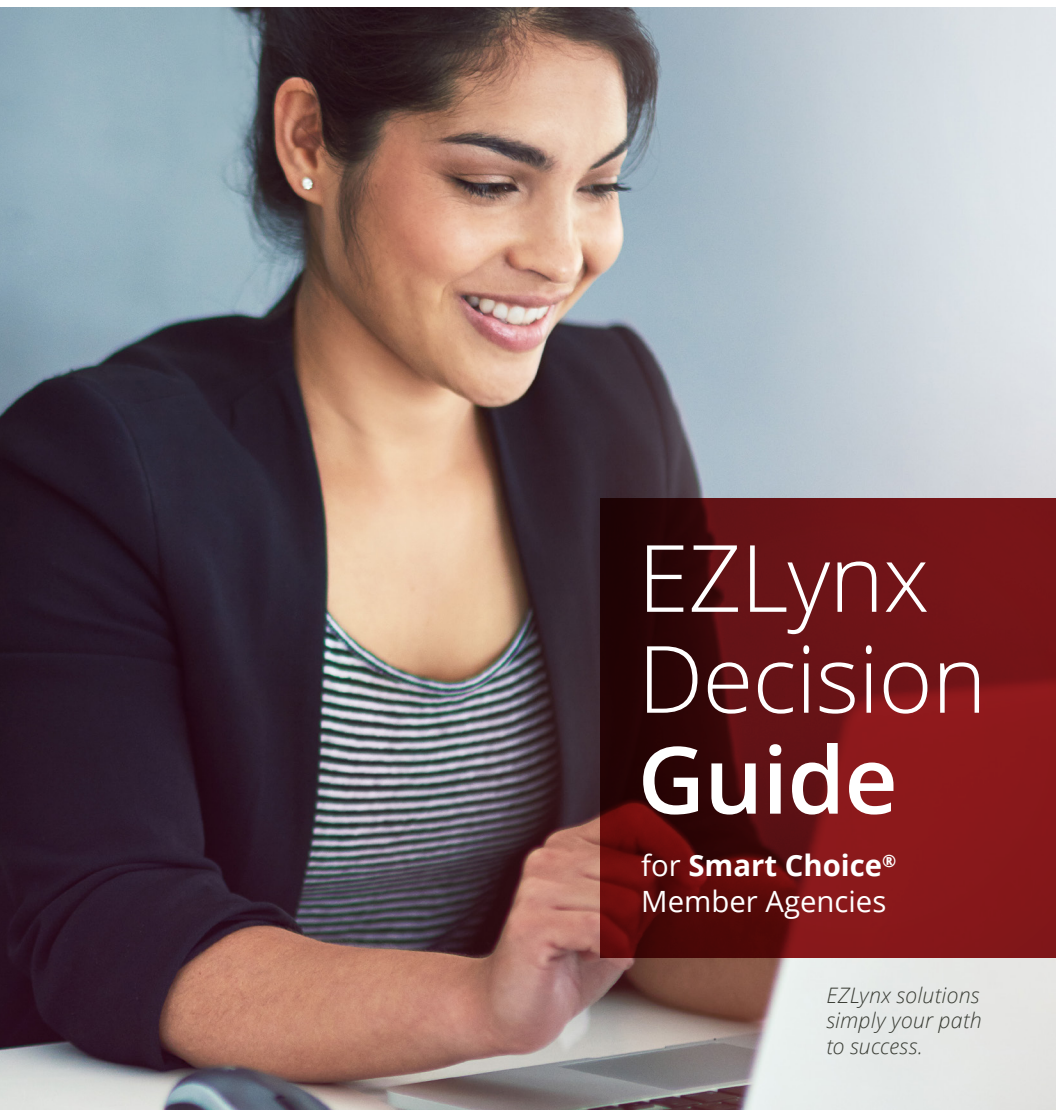




Rating Engine • Consumer Quoting • Management System
Client Center • Communication Center • Agency Websites
Retention Center • Sales Center • Automation Center



EZLynx Decision Guide

for **Smart Choice®**
Member Agencies

*EZLynx solutions
simply your path
to success.*

Determine Your Needs

Understand The Benefits

| | EZLYNX STANDARD | EZLYNX ADVANCED |
|------------------------------------|---|-----------------|
| RATING ENGINE | <i>Purchase Rating Engine from Smart Choice</i> | |
| MANAGEMENT SYSTEM | ✔ | ✔ |
| Agency & Customer Management | ✔ | ✔ |
| Tracking & Reporting | ✔ | ✔ |
| Integration | ✔ | ✔ |
| Web based – no software to install | ✔ | ✔ |
| Mobile-optimized | ✔ | ✔ |
| Accounting | ✔ | ✔ |
| SUBMISSION CENTER | ✔ | ✔ |
| Appetite Discovery | ✔ | ✔ |
| Risk Data Lookups | ✔ | ✔ |
| Underwriter Management | ✔ | ✔ |
| CLIENT CENTER | ✔ | ✔ |
| Document Sharing | ✔ | ✔ |
| Policy Change Requests | ✔ | ✔ |
| ID Card Access | ✔ | ✔ |
| View Policies | ✔ | ✔ |
| Add Claim Information or Images | ✔ | ✔ |
| Request Certificates | ✔ | ✔ |
| Self-Service Certificates | ✔ | ✔ |
| AUTOMATION CENTER ^ | ✔ | ✔ |
| New Customer | ✔ | ✔ |
| Applicant Created | ✔ | ✔ |
| Customer Lost | ✔ | ✔ |
| Policy Cancellation | ✔ | ✔ |
| Note of Cancellation | ✔ | ✔ |
| Policy Change | ✔ | ✔ |
| Additional Policy | ✔ | ✔ |
| Birthday | ✔ | ✔ |
| Sales Center Stages | ✔ | ✔ |
| eSignature Completed | ✔ | ✔ |
| Carrier Notification Received | ✔ | ✔ |
| Carrier Document Received | ✔ | ✔ |
| Claims | ✔ | ✔ |
| Manual Workflow | ✔ | ✔ |
| SALES CENTER | | ✔ |
| Pipeline Management | | ✔ |
| Detailed Sales Tracking | | ✔ |
| Automated X-Date Reminders | | ✔ |
| Lead Tracking | | ✔ |
| Zapier Integration | | ✔ |
| Mine Your Data - Agency Insights | | ✔ |
| CONSUMER QUOTING | ✔ | ✔ |
| Live or Data with Mobile Quoting | ✔ | ✔ |
| Enhanced Quoting | | ✔ |
| Lead Portal | | ✔ |
| Google Analytics Access | | ✔ |

* Includes 50 envelopes per month, then \$0.50 thereafter.

† EZValue and EZGrowth include up to 500 recipients per campaign, additional fees occur for over 500 recipients.

^ Includes up to 9,999 executions. For 10,000+, overages will apply.

| | EZLYNX STANDARD | EZLYNX ADVANCED |
|--|-----------------|-----------------|
| COMMUNICATION CENTER | ✔ | ✔ |
| Email Campaigns: Drip Campaigns | Unlimited | Unlimited |
| Email Campaigns: Bulk Campaigns [†] | Pay per use | Unlimited |
| Text Messaging (SMS & MMS) | Unlimited | Unlimited |
| eSignature | 50 included* | Unlimited |
| Postal Mail | Pay per use | Pay per use |
| EZLynx for Outlook (Desktop and Office 365) | ✔ | ✔ |
| EZLynx Virtual Agent (EVA) | | ✔ |
| RETENTION CENTER | | ✔ |
| Predictive Analytics Risk Assessment | | ✔ |
| Premium Change Summary | | ✔ |
| Policy Comparison | | ✔ |
| Renewal Notification | | ✔ |
| Historical Premium Changes | | ✔ |
| Commercial and Personal Lines | | ✔ |
| AGENCY WEBSITES | ✔ | ✔ |
| Mobile Optimized | ✔ | ✔ |
| Website Editor | ✔ | ✔ |
| Design Choices | ✔ | ✔ |
| Number of Pages | 4 | 4 |
| SSL Certificate | ✔ | ✔ |
| TRAINING | ✔ | ✔ |
| EZLynx University | ✔ | ✔ |
| Live Group Training | ✔ | ✔ |

UPGRADE YOUR WEBSITE

| SILVER AGENCY WEBSITE (UPGRADE) | GOLD AGENCY WEBSITE (UPGRADE) |
|---------------------------------|-------------------------------|
| Mobile Optimized | All Silver Options, plus: |
| Website Editor | |
| 26 Design Choices | Local SEO |
| 15 pages | Local Reach |
| 8 unique website articles | Social Reach |
| AgentInsure Lead Network | Performance Reviews |
| 3 Lead Capture Forms | Blogs |
| Multilingual | |
| Dedicated Website Consultant | |

EZLynx values its strong partnership with Smart Choice and is extending the above SPECIAL OFFER to all Smart Choice Member Agencies. For more information, or if you have questions, visit EZLynx.com email SmartChoice@EZLynx.com or call 877-932-2382.

Additional fees may apply for product setup, data conversion or other services performed by EZLynx.

Understand The Benefits

All **EZLynx® Products** have a multitude of individual benefits. Check out a few of the major benefits for each product below and see how each can impact your bottom line.



Rating Engine

The leading real-time comparative quoting tool for home and auto insurance.



Consumer Quoting

Introduce the online insurance shopper to your agency.



Management System

Retain current customers while acquiring new business.

**Boost revenue and productivity with our Retention Center add-on*



EZLynx Accounting

Simplify the management of your money.



Client Center

Deliver superior customer service 24/7.



Agency Websites

Establish a local web presence.



Communication Center Products:



Marketing Campaigns

Drip and Bulk: Drive sales and improve customer retention.



EZLynx for Outlook

Connect, view, share, and update with the plug-in for Microsoft Outlook.

Agency Pulse

Business insights delivered via monthly emails with EZLynx Agency Pulse. The automated agency report aggregates data from EZLynx Rating Engine and EZLynx Management System into easily readable charts, allowing principals to make targeted, and educated business and marketing decisions.

SNAPSHOT KEY AGENCY METRICS AT-A-GLANCE

| Name | Value | Change |
|--|-------------|------------|
| Total Annual Premium | \$1,440,871 | \$29,690 ▲ |
| Total Active Policies | 1,211 | 19 ▲ |
| Total Active Customers | 857 | 16 ▲ |
| Average Policies per Customer | 1.41 | -0.01 ▼ |
| Average PL Policy Premium per Customer | \$1,633 | 5 ▲ |
| Average CL Policy Premium per Customer | \$3,008 | 16 ▲ |
| Average Policy Premium per Customer | \$1,681 | 3 ▲ |
| Personal/Commercial Premium Split | 93:7 | 0:0 |
| 90 Day Average Close Ratio for Auto | 57.06% | -1.10 ▼ |
| 90 Day Average Close Ratio for Home | 36.09% | 2.41 ▲ |
| 90 Day Average Carrier Retention Auto | 87% | 1 ▲ |
| 90 Day Average Carrier Retention Home | 91% | 3 ▲ |
| 90 Day Average Agency Retention Auto | 89% | 0 |
| 90 Day Average Agency Retention Home | 89% | 5 ▲ |
| Customers With Email Address | 52.71% | 0.08 ▲ |
| Prospects With Email Address | 47.08% | -0.72 ▼ |