



## Serving with PRIDE

Passion + Respect + Integrity + Diligence + Expertise = PRIDE

These words define us.

In each of our agencies, these core principles will be demonstrated by actions –

- We serve our clients with PASSION, taking care of their risk and financial needs with insurance, surety, employee benefits and related services.
- We treat our clients, business partners and each other with RESPECT, as we wish to be treated.
- We will always act with INTEGRITY for our clients and carriers because our industry depends upon contracts and fair dealing among all parties.
- We will work with DILIGENCE to understand our clients' needs, and to apply our EXPERTISE to help our clients manage risks.
- In sum, we serve our clients, our partners and each other with PRIDE.

By providing exceptional service to our clients, by empowering and rewarding our employees, and by embracing a culture that welcomes innovation and supports its business community, AssuredPartners aims to be the broker of choice for our clients and carriers, the acquirer of choice for independent agencies, and the employer of choice for anyone who shares our vision.

Take PRIDE in your work - we help people!

***Solutions – not just insurance.*** (TM)