

We're trying to help you... let us!

Insurance companies have received a bad reputation over the years, with insureds thinking that insurance is the root of all evil and an unnecessary expense. But like it or not, insurance is a very necessary part of life and business today. It is the one expense that responsible people and businesses carry, but hope to never actually use.

In June, the Underwriter of our specific program, an Underwriting Manager of Zurich Programs (who has been involved with our program for more than 5 years) and the Vice President of Specialty Auto Programs all attended our seminar to learn more about your industry and the challenges you face. They were impressed with what they saw in the quality of the membership, but saddened to hear about the struggles facing the industry today. They were impressed so much, they put their heads together to see how aside from providing the industry's best insurance to the best repossessioners, they could help this group.

Earlier this week, these same three people, our program administrator, and 3 representatives from Zurich's Program Marketing Department travelled to our office for a 2 day intensive Marketing Discovery & Competitive Advantage Workshop. The purpose of the meeting was to explore and discover more and unique ways to market RSIG and its benefits to lenders in order to gain more business for the RSIG membership. The Zurich group learned more about NAMS and feels very strongly that NAMS will play a key role in the future of the industry.

One of the plans of the marketing team is to over the next several weeks reach out to lenders through emails and webinars to gauge their current knowledge of the RSIG program and brand, their current knowledge of the NAMS system and interest in knowing more or moving forward with using the system. They have asked us for a contact list of prospective lenders who may be interested. This is where we're turning to you to ask for help.

We are asking that you provide us with a **contact list of lenders** (not forwarding companies or facilitators) that may be willing to participate in this sort of focus group discussion. As one of the top insurance companies, Zurich has existing relationships with many lenders and finance companies that they are going to cross-sell our program to and engage in this effort as well; and we of course will be drawing from our database.

But we want you involved. This is a no-cost opportunity to have experts in the marketing field focus their attentions specifically on RSIG and our members and what makes this group heads and shoulders above all others. The carrier sees your struggles and has reached out a hand to try to help, don't turn it away.

Please provide us with your lenders complete contact information **with email addresses** as soon as possible. We need to provide the list to the marketing department representatives by 8/17 so we can move forward. Your information will not be shared with any other member or repossessioner. It will be used exclusively for the marketing purposes associated with bringing more attention and business to you!

Email your lists / responses to dloan@rsig.com or fax them to 703-365-0753.