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TrustedChoice.com and xagent Form Partnership

Becoming part of the TrustedChoice.com digital marketing platform positions xagent's insurtech solution with 20,000 independent insurance agencies

RESTON, VIRGINIA, January 3, 2019 – xagent and TrustedChoice.com announced a new partnership today under which the xagent Universal Submission App (USA) will become a primary commercial lines rating engine for TrustedChoice.com, the nation's largest digital marketing platform for independent agents and brokers.

“Partnering with xagent gives us a richer commercial lines shopper experience and provides our thousands of participating Trusted Choice agencies with greater and faster visibility into marketplace pricing. In combination with our existing partnership with Ask Kodiak, this brings us one very big step closer to our long-term vision, shared with the team at xagent, of an end-to-end digital opportunity generation, pricing and binding technology for independent agents,” said Chip Bacciocco, TrustedChoice.com CEO.

TrustedChoice.com will connect over 200,000 insurance consumers this year with the right independent agent or broker for their personal or commercial insurance needs. The website's proprietary Agency & Company Recommendation Engine™ assesses a customer's unique insurance needs and recommends an independent insurance agency or broker based on location and proven expertise, along with marketplace accessibility to insurance companies with an appetite for the risk.

xagent's USA automates connections to carrier systems to eliminate manual processes, duplicate entries, and wasted time. Whenever there is a match for policies on the TrustedChoice.com platform, xagent will seamlessly manage the quick indication, submission, quote, and bind steps for connected carriers and their agents, providing the fastest possible way to rate, quote, and bind commercial insurance.

“TrustedChoice.com has an unparalleled depth and breadth of support for the independent agent community, serving over 20,000 members,” said Bryan Baird, xagent's CEO, who has built successful wholesaler, MGU, and MGA businesses for over 20 years. “We're excited to take the TrustedChoice.com Advantage digital marketing platform, already the premier online insurance marketplace, to the next level.”

About TrustedChoice.com:

TrustedChoice.com builds leading digital insurtech marketing solutions for the independent insurance agency channel. TrustedChoice.com's solutions suite empowers independent agents and insurers to compete in a digital-first marketplace. Its [Advantage digital marketing platform](#) and [Agency Nation](#) resources enable agents and insurers to scale their brand visibility to gain and retain clients. The [TrustedChoice.com consumer website](#) attracts 500,000-plus visits monthly and offers online insurance consumers a retail-like buying experience, connecting the right risk to the right agent at the right buying moment.

About xagent:

Xagent (xagent.com) was built by agents for agents, and delivers on the promise of a truly independent single-entry multi-quote exchange for standard and surplus lines business insurance in all 50 states. The company was recently named one of the [Top 10 Insurtechs of 2018](#) by Insurance CIO Outlook.