



Trusted Choice[®] Advantage



October 2006

SUCCESS STORY

The Barclay Group

Trusted Choice[®] recently had a conversation with Josh Batushansky, marketing manager for The Barclay Group in Riverton, NJ, on how his agency is capitalizing on the tag-able TV ads available to member agents. The Barclay Group has used the Trusted Choice[®] tag-able television ad several times, and will be using it again for another 12-week ad campaign on ESPN, Fox News Channel, Court TV, and the Discovery Channel starting in September. Josh says, "Branding is the key word here. As the ability to differentiate yourself as an agent becomes more and more difficult, tag-able, high-quality ads like this one make it that much easier to succeed in this rapidly softening market. We even have it on our website (www.barclayinsurance.com) so that it can be seen, not only locally, but worldwide!" The Barclay Group realizes that Trusted Choice[®] will help not only *their* agency succeed, but the brand will help *all* independent agencies succeed. They understand the need to support independent agents in the face of stiff competition from direct writers and captive agents. To that end, Trusted Choice[®] was one of the trade organizations that they teamed up with to ensure the future success of all independent agents. "As the marketing manager for The Barclay Group and a Board Member of the New Jersey Young Insurance Professionals, I find it important to actively support Trusted Choice[®] as the health and survival of our industry will take all insurance trade organizations working together and supporting each other if we are to carry on what Edward Lloyd started. We must bridge organizational gaps to create a better way of life for everyone in our industry" states Josh. We at Trusted Choice[®] thank Josh and The Barclay Group for their support. If your agency is interested in running tag-able Trusted Choice[®] advertisements, you can find them [here](#). (You will need your agency username and password to access this secured page. If you do not have your login information, send an e-mail to ines.hoyle@iiaba.net requesting that information.) *For more information, contact Trusted Choice[®] Brand Manager Jenner Gohr at (800) 221-7917 or jenner.gohr@iiaba.net.*