



Dear Valued Customer,

As VP and head of Personal Insurance at Clark Insurance, and on behalf of your friends at Equinox, **welcome.**

It is our pleasure to notify you that, after an extensive search and interview process, the board of Equinox has given Clark Insurance the privilege of serving your insurance needs going forward. Our goal is to continue to provide the same level of commitment, care, and service that you have come to expect over the years, and we look forward to working with you and earning your trust.

The following were key reasons why Clark Insurance was ultimately selected:

- **24/7 Customer Service:** around the clock customer service means you can always reach us should you have a question, concern, update, or need to submit a claim. We are always here.
- **In-house Claims Team:** we have a team at Clark dedicated to working directly with you in the event of a claim. This means communicating directly with a claims specialist that works closely alongside your insurance agent, always seeking an outcome that is in **your** best interest.
- **Proactive Renewal Process:** we pride ourselves on proactively reaching out to you to make sure your insurance program is up-to-date, exactly to your liking, and hits that balance between adequate coverage and affordability.
- **Clark is a 100% Employee Owned Agency:** Our financial status defines the way we work: as a team. Every member of our agency has the pride and care of an owner and knows that our success is contingent on how well our customers are treated on a daily basis.
- **90% + Customer Retention Rate:** For many of the reasons listed above, we have one of the highest customer retention rates in the industry. While we are certainly proud of this, we know that it is through *continued* service and improvement that we build lasting relationships with our customers.

Finally, I'd like to encourage you to think about anything that may have changed concerning your insurance needs such as additions or renovations to your home, plans to buy a new car or children no longer living at home. You also may wish to review your life, disability, health or dental insurance. Every stage of life has different insurance solutions so we all want to be sure yours are the best available.

Again, it is our privilege to partner with you on your insurance program and we look forward to serving you for years to come. If you have any questions or concerns do not hesitate to reach out to myself or Sarah Nash at Equinox.

Sincerely,

Mona Freeman Wilkinson

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