



Syndicated Insurance Resources Announces New Brand & Website Providing Insurance Brokers Free Access to More than 190 Markets & Exclusive WC Programs

A new look and name backed by unparalleled insurance, workers' comp and employee benefits outsourcing experience

Ponce Inlet, Florida, June 20, 2017—Syndicated Insurance Resources—formerly known as Syndicated Services—today announced their new brand and website to provide a clear path for insurance agents to access the company's free portal for an array of unique markets and programs. Redirected to the new online home from previous websites, the updated site and messaging is easily found at www.SyndicatedInsuranceResources.com. The fresh brand identity and messaging—designed for clarity and understanding—shares how the company helps insurance brokers grow their book of business by accessing a special broker marketplace. The rebranding initiative includes a new name, updated logo, messaging, tagline, creative look, and new site.

"Most insurance brokers typically spend many hours manually researching markets and product options for their employer-clients," said David Bell, Chairman of Syndicated Insurance Resources. "Our technology ties together robust market access, alternative risk management, workers' comp admin and HR consulting products using with one uplink Acord. Our solutions save brokers time and money while setting them apart from their competitors."

The new responsive design website provides a much-improved user experience that showcases the company's story. It also serves as the company's hub for new resources and information for broker members and non-members alike. The site debuted on May 25, 2017.

By building unique partnerships, the company invests in insurance technology to provide competitive products. By offering market access automation that streamlines processes, Syndicated Insurance

Resources brings an accelerated path to impact the businesses of insurance brokers nationwide positively.

The new name clarifies what the company provides: *Syndicated Insurance Resource*.

The new tagline describes what the company offers at a high level: *Helping Brokers Find the Right Solutions for Employers*.

Bell continued, "We are ready to progressively help insurance brokers grow their business by accessing an array of product options and markets only available throughout innovative technology and partnerships."

The launch of the new brand identity, and messaging was developed in collaboration with Joy Capps of Engaging Business Communications, LLC. Joy interviewed clients, brokers, partners and employees. "She took the time to really understand our business and has become an extension of our company. We are very pleased with her work. We are confident that our user experience has improved dramatically with this first release in a series of planned improvements and refined messaging," said Bell.

About Syndicated Insurance Resources

Syndicated Insurance Resources help brokers competitively increase their employer-focused insurance programs and HR management offerings. Our leading technology automation, strategic industry partnerships and comprehensive professional services provide high commissions while growing a broker's book of business. With access to more than 150 markets and 40+ program offerings, we provide a broker marketplace for competitive insurance offerings. Learn More at <https://syndicatedinsuranceresources.com/>

Media Contact: Joy Capps, joy@joycapps.com, 843.730.3857

Sales: Submissions@SyndicatedInsuranceResources.com, 877.333.8195