

FOR IMMEDIATE RELEASE



Texas Professional Insurance Agents Selects EFG Companies As Its Ancillary Products Partner

-Partnership designed to significantly increase insurance agent profitability -

DALLAS, TX (August 3, 2015) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, announced today that Texas Professional Insurance Agents (PIA) has selected EFG as its consumer protection products partner to drive greater revenue for its insurance agents.

With the difficulties of keeping up with increased pricing pressures and expanding competition, Texas PIA recognized the need to support member agents with alternative product offerings to expand their business. In this effort, the association selected the Simplicity Division of EFG Companies to provide members with three differentiating products:

- Simplicity Home Protection which protects customers from the unanticipated costs of home ownership by covering household systems and appliances;
- Simplicity Vehicle Protection offers a wide variety of vehicle service contract plans that cover a large majority of the customer's automotive repairs needs; and,
- Simplicity Repair Protection Plans negotiate vehicle repair costs on behalf of the agent's customer for late model and high mileage vehicles.

"In our mission to provide meaningful support to our member insurance agents, addressing agent profitability has been a major priority in recent years," said Joe Tipton, Executive Director, TX PIA. "EFG demonstrated the immediate business impact of adding new revenue streams through its Simplicity Protection product line."

As part of the partnership, EFG's Simplicity Protection Division will provide the technology, training, marketing and sales support to ensure successful implementation. Texas PIA members will also have the security and the ability to profit from the fact that EFG's products are backed by the company's national award-winning claims administration.

"There is still opportunity for independent agents to make 2015 a banner year," said Mark Rappaport, President, Simplicity Division of EFG Companies. "Today's consumers are much more wary of economic turbulence and are aggressively pursuing opportunities to protect their largest investments, their home and vehicle. This provides agents the opportunity to significantly grow their business."

With almost 40 years of enabling clients to move beyond industry standards in customer acquisitions and profit, EFG continually demonstrates a commitment to raising the bar in product administration and client engagement. This commitment is reflected in EFG's client satisfaction rate where 92 percent of its clients would highly recommend EFG to their peers, as well as the company's awards and certifications. EFG is the only product provider to be certified as a Center of Excellence by Benchmark Portal – a customer service designation that less than 10% of companies achieve. EFG is also the only product provider awarded the Automotive Service Excellence (ASE) Blue Seal of Excellence, with EFG's claims adjusters averaging 15 years of experience.

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About Texas PIA

For more than two decades, the Texas PIA has been providing meaningful assistance to member agents with the daily challenges of running an agency. We provide specialized resources and services helping members and their staff with all aspects of their business. Whatever the issue, whatever the question... Texas PIA members turn to association experts for answers. We provide insight from experts with more than 400 years of combined real-world experience. <http://www.piatx.org/>

About EFG Companies

EFG Companies combines almost 40 years of experience serving as an industry innovator of consumer and vehicle protection programs with the company's commitment to raising the industry bar in providing superior client engagement. With their field and administrative teams AFIP and ASE certified, EFG's professionals provide world-class product development and administration, go-to-market strategies, training and auditing support across a multitude of channels. www.efgcompanies.com