

HomeTown Agency named Trusted Choice® Agency of the Year

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HomeTown Agency was awarded Trusted Choice Agency of the Year. Here Terry Engell and Rick Einspahr accept the award at Nebraska's Annual Convention and Trade Fair, October 2012 in Kearney. Trusted Choice® consumer brand was created to tell consumers why they should do business with independent insurance agencies. It conveys the three benefits that are unique to independent agents – Choice of companies, Customization of coverage, and Advocacy in the claims process.

While the association is doing more national and Nebraska advertising than ever before to promote Trusted Choice®, the real strength of the program comes from Trusted Choice® agencies “living the brand”. In 2009 a new award was instituted to recognize a Nebraska agency that really “lives the brand”. This year's award-winner, HomeTown Agency, uses the Trusted Choice® brand in all of their advertising, business cards, stationery, and web site...everything their customers and prospects see or hear. HomeTown Agency is a part of consumer's insurance choice.