



EXCLUSIVE REWARDS FOR ELITE PARTNERS



You are STAG ONE.

Welcome to a program like no other offered by The Hartford. STAG ONE™ is much more than a benefit for the unique agency you are. It's made for agencies like yours that have demonstrated a commitment and passion for growing their small commercial books with The Hartford. STAG ONE is about giving you one-of-a-kind access and support to enable even greater performance and success in the future. Congratulations!

OUR EXCLUSIVE AGENT PROGRAM BUILT FOR YOU.

STAG ONE™ offers distinctive advantages for you and your agency, including:

- ▼ **Bigger commission incentives** – so you earn more
- ▼ **Highest pricing authority we offer** – to make writing new business easier
- ▼ **Prioritized escalation of complex service and claims issues** – for faster resolution
- ▼ **Special discounts on technical insurance and sales training** – to maximize your employees' potential
- ▼ **Priority access to The Hartford's small commercial leaders and The Hartford-sponsored industry forums** – so your voice is heard, and more

Together, we are STAG ONE. And with this exclusive partnership comes incredible opportunities to grow together.



TABLE OF CONTENTS

5 **STAG ONE PROGRAM ELIGIBILITY**

Minimum Requirements
Additional Considerations

6 **UNIQUE ACCESS TO OUR TOP LEADERS**

Interacting with Our Small Commercial Decision Makers
The Hartford's Summit and Small Commercial Symposium

7 **PREMIER UNDERWRITING PARTNERSHIP**

Flexibility and Control with Increased Pricing Authority
New Capabilities: You'll Be One of the First to Get Them
Deeper Relationship with Underwriting Leaders

8 **A HIGHER LEVEL OF SERVICE THROUGH SPECIALIZED OFFERINGS**

Customized Marketing and Digital Tools
Enhanced Service, Claims and Loss Control Support
Exclusive Agency Training and Discounts
Matching Your Charitable Donations

11 **PARTNERS WITH PURPOSE: OUR SPONSORSHIPS AND PROGRAMS**

Junior Fire Marshal® Program
Ability Equipped Program
Major League Baseball®



STAG ONE PROGRAM ELIGIBILITY

Through STAG ONE, we're offering you a competitive edge in a complex and evolving marketplace. In exchange for the privileges and benefits of this exclusive program, your agency must meet certain minimum requirements.

MINIMUM REQUIREMENTS

- Write a minimum of \$750K in eligible small commercial property and casualty total written premium with The Hartford
- Exhibit profitability for at least two of the prior three years

ADDITIONAL CONSIDERATIONS*

- Continued strong small commercial focus, with aligned growth strategies, compatible clientele and customer-centric approach
- Willingness to engage in a thorough joint business planning process with your regional sales executive from The Hartford
- Transparency into your small commercial book, with a commitment and clear path that offers The Hartford an opportunity to earn a No. 1 ranking for new written premium in your agency

* The Hartford reserves sole discretion in determining individual eligibility for STAG ONE.

UNIQUE ACCESS TO OUR TOP LEADERS

INTERACTING WITH OUR SMALL COMMERCIAL DECISION MAKERS

Open communication is an essential element of any successful partnership. That's why STAG ONE agents have a unique opportunity to interact with The Hartford's Small Commercial leadership team. These meetings let you express ideas and share opinions about market conditions, industry trends, what we're doing well - and how we can improve service delivery to you and your customers.

THE HARTFORD'S SUMMIT

In addition, The Hartford's executives hold an annual Summit. This meeting gives our top agency partners:

- An update on business results and key initiatives
- A look "under the hood" at work we have in our pipeline (e.g., new products, technology capabilities to better serve you and your customers)
- An open forum to discuss important business issues, the key challenges you face and how we can tackle them together for our mutual benefit

As a STAG ONE member, you'll have an opportunity to earn the chance to attend this special event based on your Small Commercial year-end results.

THE HARTFORD'S SMALL COMMERCIAL SYMPOSIUM

In addition, Small Commercial will host an event in Hartford, CT that'll give our top STAG ONE partners a deeper dive into our segment.

As a STAG ONE member, you'll have an opportunity to earn the chance to attend this special event based on your Small Commercial year-end results.

PREMIER UNDERWRITING PARTNERSHIP

FLEXIBILITY AND CONTROL WITH INCREASED PRICING AUTHORITY

We know that the ability to add pricing credits to an account helps you turn around quotes more quickly. As a STAG ONE agent, you have more flexibility and control to apply the pricing you need on accounts that warrant it.

NEW CAPABILITIES: YOU'LL BE ONE OF THE FIRST TO GET THEM

As new and innovative capabilities become available, such as expanded appetite, product offerings, etc., STAG ONE partners will be prioritized to experience differentiated agent releases. This benefit gives you even more of a competitive advantage to win more business.

DEEPER RELATIONSHIP WITH UNDERWRITING LEADERS

Your regional underwriting director will take a more active role, and ensure there is open dialogue when it comes to good business-sense decision making. This greater visibility into your underwriting team will continue to build on our strong partnership.



A HIGHER LEVEL OF SERVICE THROUGH SPECIALIZED OFFERINGS

STAG ONE partners get access to programs that support a higher level of service delivery and can help maximize the potential of your agency's employees.

CUSTOMIZED MARKETING AND DIGITAL TOOLS

Your local sales leader from The Hartford will meet with you to create a strategy for growth opportunities. From social media content to micro-websites, these capabilities compel engagement. Here are some examples:



Program-Specific Marketing Materials and Campaigns

- Customized content detailing program features and benefits
- Topics and cadence tailored to meet your needs



Co-Brandable Microsites

- A webpage can be created for your clients to get more information about The Hartford's offerings and get a quote
- Can be linkable from your site for easy access
- Customized to include important information about their insurance program through The Hartford



Co-Brandable Video Shorts

- A "plain English" approach to help educate your customers on key business insurance coverages



Social Media Content

- Social sharing and selling – be the person your contacts turn to for insurance



Business Owner's Playbook

- An interactive tool guiding small businesses in handling issues about their unique position in their business lifecycle



Client eNewsletter

- Weekly publication with a wide range of tips for small business owners



ENHANCED SERVICE, CLAIMS AND LOSS CONTROL SUPPORT

Complex service and claims issues for customers of STAG ONE agents will receive a higher priority to help ensure timely resolution. This will allow you and your customers to remain focused on your day-to-day work without distractions. As a STAG ONE agent, you'll also have quicker access to our service and claims leadership team through your regional sales executive.

EXCLUSIVE AGENCY TRAINING AND DISCOUNTS

Through Hartford School of Insurance, employees of STAG ONE agencies have access to an exclusive collection of educational solutions. These learning tools include technical insurance and sales training designed to:

- Enhance your employees' selling power
- Build your bottom line

Best of all, because you're a STAG ONE agency, the school's curriculum is offered to you at a 15% discounted rate. You can learn more about this program at TheHartford.com/school-of-insurance

MATCHING YOUR CHARITABLE DONATIONS

In addition to enhanced compensation, our STAG ONE program also helps support your philanthropic spirit by matching a portion of your donations.* To qualify, a charity must be recognized by the IRS as a 501 (c) (3) organization.**

Here's how it works:

- You make a donation to an eligible nonprofit organization
- You contact your local regional sales executive to communicate the donation
- We'll match a portion of your donation

It's an easy and effective way for us to work together to build safe, strong and successful communities.

* Matching donations will be subject to a dollar limit set by The Hartford.

** Excluding gifts directed to political, fraternal or religious institutions.



PARTNERS WITH PURPOSE: OUR SPONSORSHIPS AND PROGRAMS

JUNIOR FIRE MARSHAL® PROGRAM

As a company with deep roots in fire safety, we're on a mission to significantly reduce the number of home fires in the U.S. and help protect kids and families. That's why we created The Hartford Junior Fire Marshal program in 1947. Since then, we've shared life-saving fire safety skills with 110 million kids across the U.S., turning everyday kids into everyday heroes. And we're just getting started. To learn more about this amazing program, visit TheHartford.com/jfm

ABILITY EQUIPPED PROGRAM

At The Hartford, we believe on focusing on what a person can do versus a perceived limitation. That's our Ability Philosophy and why we created Ability Equipped, a program designed to significantly improve access to adaptive sports and provide adaptive sports equipment for youth and adults with disabilities across the country. To learn more about this program, visit TheHartford.com/ability

MAJOR LEAGUE BASEBALL®

The Hartford is an "Official Sponsor of Major League Baseball" and the exclusive business insurance, homeowners insurance and employee benefits partner of MLB. Our national sponsorship of MLB includes sponsoring the Reliever of the Year Awards, given out during the World Series to the top relief pitcher in both the American and National Leagues. The award celebrates the true meaning of "prevailing," the essence of our brand.



**TO LEARN MORE ABOUT THE STAG ONE™ PROGRAM,
TALK WITH YOUR REGIONAL SALES EXECUTIVE.**



THE HARTFORD IS THE OFFICIAL DISABILITY INSURANCE SPONSOR OF U.S. PARALYMPICS

Major League Baseball trademarks and copyrights are used with permission of MLB® Advanced Media, L.P. All rights reserved.

The Hartford® is The Hartford Financial Services Group, Inc. and its subsidiaries, including Hartford Fire Insurance Company. Its headquarters is in Hartford, CT.