



Agent Value Proposition

Merchants is committed to helping you achieve your goals. Our regional presence helps us develop agency relationships based on trust.

We will bring value to your agency by:

- Providing a comprehensive array of competitive products to enable you to write and retain more business.
- Offering superior compensation plans to enable you to build, grow, and reinvest.
- Enhancing our IT integration with agencies continually to improve ease of doing business, saving you time and money.
- Remaining a viable and stable market across insurance cycles.
- Listening and responding promptly to your needs.
- Measuring your view of our performance regularly.

