

Cornerstone Benefits Guide



Congratulations on achieving the Cornerstone Elite Agency Designation for 2009. This prestigious designation

sets you apart as a best-in-class appointed agency for Chubb Personal Insurance (CPI). Following is a summary of exclusive Cornerstone services and benefits that your agency is now eligible to receive.* Please take advantage of these to differentiate and grow your agency and enhance your partnership with us. We appreciate your commitment to CPI and dedication to placing your best customers with Chubb.

CPI Customer Service Center

The Cornerstone Unit of the CPI Customer Service Center is dedicated exclusively to servicing Cornerstone agent accounts. Featuring access to our most experienced service representatives, this group strives for one call-resolution of any inquiry, with one dedicated CSR as the main point of contact. You will receive superior response time for all phone requests; priority handling for inbox items and processing; and access to a dedicated Cornerstone e-mail account and fax line with 24-hour turnaround on all requests.

- **FAST ACCESS.** Send a fax to 888.572.0010 or email plsb-cornerstone@chubb.com for 24-hour turnaround on endorsements, cancellations and follow-up documentation.
- **NON-MASTERPIECE UNIT.** Provides priority service handling on all items.
- **CHANGE OF PRODUCER (COP) UNIT.** Offers priority handling for all broker-of-record requests with a 48-72 hour turnaround (standard turnaround is 2-7 days).

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Underwriting Service

The Cornerstone designation assures you preferred access to Chubb's most seasoned, high authority underwriters, who can assist with underwriting requests ranging from very simple to the most complex. Our goal is to provide quick turnaround, increased flexibility and exceptional service.

- **ACCOUNT RENEWAL REVIEWS.** Marketing and underwriting assistance for *Signature* and VIP accounts.
- **AGENCY VISITATIONS.** Routine on-site visits with CPI underwriting and marketing teams.

Appraisal and Claim Services

Our complimentary home appraisal service and world-renown claim service are important components of the *Masterpiece*® value proposition. As a Cornerstone agent, you have exclusive access to an appraisal liaison, a highly trained appraiser who is at your disposal to offer service support, training and education for your agency. In addition, your Cornerstone credentials provide you with access to a dedicated claim service liaison.

- **APPRAISAL CONFIRMATIONS.** E-mail confirmation for each appraisal appointment scheduled for your agency.
- **PRIORITY SCHEDULING.** Applicable for all pre-inspection and *Masterpiece* HomeScan requests.
- **24-HOUR TURNAROUND.** Applies to all ballpark appraisal service requests.

Marketing Support

Once you have achieved Cornerstone status, it is our goal to help you maintain it. Chubb is committed to providing strategic and creative marketing support that will enable you to grow your business.

- **MARKETING AND CO-OP ADVERTISING.** Complimentary assistance with design and implementation. Proactive guidance and support for formal marketing plans.
- **PROSPECT LISTS.** Cross-sell and up-sell lists to coordinate with marketing and co-op campaigns.
- **REFERRALS.** Priority placement in the Chubb Agency Locator on www.chubb.com and in CPI advertising and marketing to trusted advisors.
- **EVENTS AND SPONSORSHIPS.** Complimentary access for agency personnel, VIP clients and prospective customers to Chubb's exclusive events and sponsorships.
- **ANNUAL BUSINESS PLANNING.** Consultative agency planning with principal and staff that includes development, implementation and monthly follow-up to measure progress and results.

Branding

Now that you have earned the Cornerstone designation, let the prestigious Cornerstone brand work for you. Cornerstone will distinguish you and your agency from other independent agents.

- **CORNERSTONE LOGO.** Rights to use the proprietary Cornerstone name and logo throughout the year.
- **CORNERSTONE PLAQUE.** Available for display in your agency to highlight this distinct designation.

- **AGENCY LOCATOR.** Cornerstone branding for your agency in the Chubb Agency Locator on www.chubb.com.
- **CO-BRANDING OPPORTUNITIES.** Co-op advertising with Chubb that reinforces the importance of the independent agent approach and recognizes you as a Cornerstone agent.
- **ADVERTISING/SPONSORSHIP SUPPORT.** Funds may be available to support co-op advertising and lead source generation activities.

Agency Education and Development

Chubb supports your efforts to invest in your agency's most valuable resources – your people. As a Cornerstone agent, you receive exclusive access to executive-level events and training plus priority invitations and continuing education courses for your staff.

- **NATIONAL CORNERSTONE FORUM.** Eligibility for your agency executives to attend this annual educational and networking event with CPI senior management.
- **NATIONAL AGENCY COUNCIL.** Access for your senior managers to participate in Cornerstone roundtable events (webcasts, meetings and conference calls) with CPI senior management. The Council represents the “voice of the agent,” providing consistent feedback to CPI on various business issues that arise throughout the year.
- **CHUBB PRODUCER SCHOOLS.** One complimentary admission is provided for each Chubb Producer School. A 50% tuition discount applies for additional attendees from your agency.
- **PRODUCER WEBCAST TRAINING SERIES.** Exclusive offering for Cornerstone agents designed to support Chubb's commitment to ongoing producer education.

The Cornerstone Advantage

The advantages of Cornerstone are many — dedicated customer service, exclusive underwriting services, preferred appraisal and claim services, marketing support, branding, and agency education and development. In addition, subject to branch management discretion, you may be eligible to receive higher compensation. Throughout the year, CPI local personal lines teams may also offer local or regional recognition events for Cornerstone agents.

* Cornerstone designations are not guaranteed each year; rather they are re-earned based on merit. Qualification criteria will change annually as a function of the overall performance of CPI and the results of all high-performing agencies in a given year.

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www.chubb.com/personal

Chubb Group of Insurance Companies ("Chubb") is the marketing name used to refer to the insurance subsidiaries of The Chubb Corporation. For a list of these subsidiaries, please visit our website at www.chubb.com. Chubb Personal Insurance (CPI) is the personal lines property and casualty strategic business unit of Chubb & Son, a division of Federal Insurance Company, as manager and/or agent for the insurers of the Chubb Group of Insurance Companies.

Form 02-01-0430 (Ed. 4/09)