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Contact:

Taylor Kennedy

taylor@revelation.agency

AssuredLeads Launches SaaS Platform

Platform will produce exclusive leads in commercial insurance industry

(MADISON, Wis.)—To help commercial insurance agents increase sales production without increasing underwriting expenses, AssuredLeads has launched its SaaS platform, which is designed to assist in every step of the commercial insurance sales process from the agent and broker, to the carrier level.

“Having previously worked in commercial insurance, I know how difficult it can be to generate quality opportunities to sell new businesses, while maintaining a focus on the sale itself,” CEO and Co-Founder Travis Batiza said. “Insurance agents, especially in the commercial P&C markets, are specialists and should have every tool at their disposal to add value and provide the best service to their clients. That’s why we created a platform to not only provide and manage premium leads, but also to provide training and analytics to help insurance companies agencies grow predictably.”

The cloud-based solution offers a customizable dashboard to create a unique experience for each user, providing easy-to-view snapshots of new leads, CRM tools and reports. In addition, users streamline the sales and underwriting process, gather data insights into industry trends, marketing effectiveness, agent performance and engagement.

The platform, which was built by former brokers for current brokers, is being used by more than 80 client agencies as well as a top regional insurance carrier and its agents.

About AssuredLeads

Headquartered in Madison, Wis., AssuredLeads increases sales for commercial insurance agents, brokers and carriers. AssuredLeads partners with insurance companies to help them grow their commercial insurance business, offering premium leads, training resources, data analytics and other tools to optimize sales production. Learn more at www.assuredleads.com.

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