

## ➤ WE EXIST:

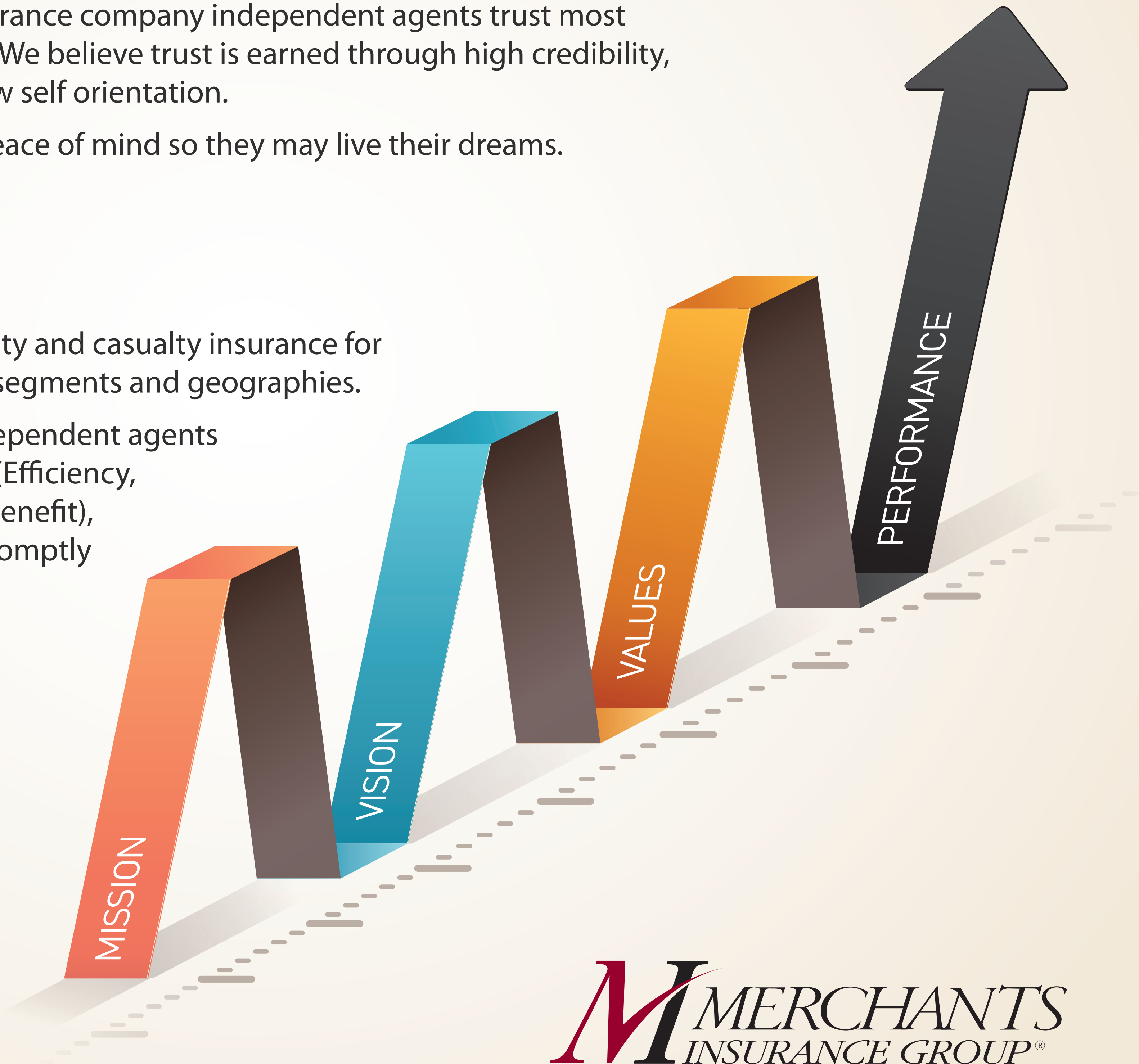
- To be the property/casualty insurance company independent agents trust most to serve their valued customers. We believe trust is earned through high credibility, reliability and intimacy, and a low self orientation.
- To provide policyholders with peace of mind so they may live their dreams.

## ➤ WE ASPIRE TO BECOME:

- The preferred provider of property and casualty insurance for small business owners in target segments and geographies.
- The carrier of choice among independent agents by providing unparalleled EASE (Efficiency, Access, Stability and Economic benefit), and listening and responding promptly to their needs.
- An employer of choice.

## ➤ WE VALUE:

- Integrity
- Respect
- Loyalty
- Teamwork
- Aspiration to Improve



**M** *MERCHANTS*  
INSURANCE GROUP®