



Agent Value Proposition

As a carrier dedicated exclusively to independent agencies, Merchants is committed to helping you achieve your goals. Our regional presence enables us to develop personal relationships based on earning your trust.

We will bring value to your agency by:

- Listening and responding promptly to your needs.
- Providing a strategic 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 to continually improve ease of doing business, saving you time and money.
- Remaining a viable and stable market across insurance cycles.
- Measuring your view of our performance regularly.
- Strengthening your client relationships by optimizing the policyholder experience.