

Best's Directory of Recommended Expert Service Providers

Frequently Asked Questions

• **Who is A.M. Best Company?**

A.M. Best Company is a full-service credit rating organization dedicated to serving the insurance industry. Policyholders refer to Best's Credit Ratings and analysis as a means of assessing the financial strength and creditworthiness of risk-bearing entities and investment vehicles.

A.M. Best publishes more than 50 print, online and CD-ROM products, providing ratings, key operating information and up-to-the-minute news—helping insurance professionals keep pace with the industry for 115 years.

A.M. Best's knowledge of the insurance sector, their standards of review and their position as an objective third party make them a trusted reference for those in the insurance industry seeking qualified insurance professionals.

• **What is *Best's Directory of Recommended Expert Service Providers*?**

Best's Directory of Recommended Expert Service Providers is an authoritative and detailed reference for locating qualified expert service professionals with experience in handling the specific needs of the insurance industry. The *Directory* is a comprehensive online service and set of printed volumes that provides critical exposure to the clients that expert service providers need to reach—and allows those clients to find expert service providers based on their specific area of expertise.

• **How do I apply for a listing?**

Applying for a listing is easy.

- Call us at (908) 439-2200, ext. 5673.
- E-mail us at directories.group@ambest.com.
- Visit us online at www.ambest.com/directories and select the "Get Listed" option.

• **How does A.M. Best Company qualify applicants to be listed in the *Directory*?**

A.M. Best Company determines eligibility to be listed by reviewing the applicant's credentials and experience. A.M. Best requires that all firms listed in the *Directory* have a standard number of years of successful insurance industry experience and endorsements from industry clients. A.M. Best contacts applicant-provided client references to verify the applicant's experience and performance.

Questions?

Call us at (908) 439-2200, ext. 5673,
or e-mail directories.group@ambest.com.
www.ambest.com/directories



• What is included with a listing?

The listing fee includes:

- Listing published in the *Directory* **print** edition
- Listing published in the **online** *Directory*
- *BestMark* icon to post on your Web site or for use in your print or online advertising
- Ability to submit articles and announcements to *BestConnect*[®], A.M. Best's quarterly e-newsletter
- One set of *Best's Directories of Recommended Insurance Attorneys and Adjusters including Expert Service Providers* print edition
- One-year subscription to A.M. Best's award-winning monthly magazine, *Best's Review*[®]

• What content will appear in a base listing?

A base listing includes the following content:*

- Name, Address and Contact Information
- Company Profile
- Personnel Information
- Service Area
- Qualifications
- Services Rendered
- License Information
- Membership Associations
- Company Logo (available for Web listing only)
- Links to social network profiles, articles, high-profile cases and press releases (Web only)

• What is the *BestMark* Program?

The *BestMark* Program offers listees the chance to demonstrate their elite position with a *BestMark* icon that can be displayed on corporate Web sites and materials, including advertisements. It provides an immediate visual confirmation of their status within their profession.

• How does the *BestMark* Program benefit listees?

Listees receive a *BestMark* icon for placement on their Web site or in print or online advertising. When visitors to a listee's Web site click on the *BestMark* icon, they'll be taken to the company's full listing in the online *Directory*. The *BestMark* icon and return link perform a vital role in optimizing search engine visibility, driving traffic to both the company's Web site and listing in the online *Directory*.



• When is the application deadline?

We accept listing applications all year long. Listings are added to our online *Directory* immediately upon approval, so listees can take advantage of extended exposure. Online listings can also be updated anytime throughout the year. The print *Directory* is printed in early November.

*Limitations apply. Call for details.

Questions?

Call us at (908) 439-2200, ext. 5673,
or e-mail directories.group@ambest.com.
www.ambest.com/directories