

Best's Recommended Insurance Attorneys, Adjusters & Expert Service Providers

Frequently Asked Questions

What are *Best's Recommended Insurance Attorneys, Adjusters & Expert Service Providers*?

We are a comprehensive online resource for locating qualified legal counsel, independent adjusters and expert service providers with experience handling the specific needs of the insurance and claims industries. We're here to help you reach potential clients while showcasing your firm's expertise. We also provide a wide variety of additional features, including topical claims industry news, timely webinars and much more.

How do I get started?

- Call us at (908) 439-2200, ext. 5170.
- Email us at claimsresource@ambest.com.
- Visit us online at www.ambest.com/claimsresource.

How does A.M. Best qualify applicants to be included?

A.M. Best determines eligibility by reviewing the applicant's credentials and experience. All firms must have a standard number of years of successful insurance industry-related experience and endorsements from industry clients. A.M. Best contacts the client references an applicant provides in order to verify the applicant's experience and performance.

What is included with the fee?

- *BestMark* icon to post on your website or use in your print or online advertising
- Exposure in the print and online publications
- Articles and announcements about your firm in *BestConnect*[®], A.M. Best's industry-focused e-newsletter
- The option to take part in the Insurance Law Podcast series, which examines insurance industry issues from an attorney's point of view, and webinars covering hot topics in the industry
- One copy of the printed publication
- One-year subscription to A.M. Best's award-winning monthly magazine, *Best's Review*[®]

In addition to my profile, do you offer ways to increase my firm's marketing reach?

We offer a number of special opportunities to help you get your message out to the insurance industry, including:

- Advertising opportunities to make your firm stand out even more for the insurance claims professionals who use the publication
- Certificates, available framed or unframed, to display your client-recommended status



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What will appear in a base profile?

A base profile includes the following content for all publications:*

- Name, Address, Contact Information, including Web Address
- “About Us” Description
- Logo (Web Only)
- Links to Social Networking Profiles, Articles, High-Profile Cases and Press Releases (Web Only)

A base profile for attorneys also includes:*

- Attorney Biography
- Practice Area Selections
- Client References

A base profile for adjusters also includes:*

- Personnel Information
- Branch Information
- License Information
- Service Area
- Specialties
- Membership Associations

A base profile for expert service providers also includes:*

- Company Members and Titles
- License Information
- City/State Branches
- Service Area
- Qualifications
- Services Rendered
- Membership Associations

What is the *BestMark* Program?

The *BestMark* Program offers firms the chance to authenticate their elite position with an icon, shown at right, that can be displayed on their website or in print or online advertising, offering an immediate visual confirmation of their status within their profession. When visitors to a firm’s website click on the icon, they’ll be taken to the firm’s profile in the online publication.



Is there a deadline?

We accept applications throughout the year. Firms are added to our online edition once their application has been approved, so they can take advantage of immediate exposure and additional opportunities. Online profiles can also be updated anytime throughout the year. The print version is distributed annually in January.

*Limitations apply. Call for details.

Questions?

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