

Leverage Your Best's Credit Rating

Display Your BestMark for Rated Insurers in Marketing Materials

With today's complex market challenges, financial strength is critical. AM Best rated insurers and their business partners can showcase their Best's Credit Rating to the marketplace with the BestMark, a well-known icon customized with their assigned level of financial strength.

A BestMark communicates AM Best's informed, objective opinion of a rated insurer's financial strength. It demonstrates to agents, brokers, customers, prospects and the financial services industry that the company has undergone AM Best's rigorous rating process.

A BestMark for Rated Insurers icon can be featured in promotional materials, such as websites, print ads, brochures, web banner ads, social media, email signatures, business cards, and conference and events materials.

It is available in black, blue, white and gold to complement any style of marketing materials. Insurers also can secure permission for their agents and brokers to make use of the icon.

For more information, visit www.ambest.com/bestmark or email bestmarkinsurers@ambest.com.



About Us

Founded in 1899, AM Best is the world's largest credit rating agency specializing in the insurance industry and insurance-linked securities. Best's Credit Ratings are an assessment of an insurer's financial strength, creditworthiness and their ability to honor obligations to policyholders.

Visit our website at www.ambest.com.