



Axalta Business Services

INSURER CE PROGRAM DESCRIPTION



As competition between repairers has increased, more and more repairers are trying to find a low-cost way to build brand awareness and differentiate themselves from their competition. One proven option is to offer a service to help insurance agents earn their state-required continuing education (CE) credits. To support these efforts, Axalta offers three options for delivering insurance continuing education.

Background

- In some markets, insurance agents continue to flourish because consumers are willing to pay a slight premium to have a local, trusted resource to consult with when determining the right coverage or in the event of a claim.
- Contrary to industry predictions, insurance agents still do exert influence over repair center selection.
- Consumer choice, as directed by agents, remains a strong factor in the repairer selection process. Even the 28 to 43% of claims processed via the DRP networks are somewhat influenced by agents.

Axalta Business Services Strategy

Axalta's strategy is to help repair centers build loyalty and increase referrals among Agents by becoming a local resource for CE services. In turn, this helps Agents add value to their policyholders and increase policyholder retention.

Cape School, Axalta and Your Repair Center – Partners in Success!

To enable you to best service agents, Axalta has partnered with Cape School, a highly recognized educational organization with nationally certified courses and instructors. What does Cape School offer Axalta and its customers?

- They professionally review each Axalta course for accuracy, up-to-date information and relevance to the insurance industry to ensure accreditation.
- They maintain state-by-state course accreditation approvals.
- They hire, train and certify a national network of instructors.
- They create promotional materials and mail them to their extensive agency database.
- In a timely manner, they create certificates, post credits on-line and update the state insurance commissioner's office with proof of course attendance.





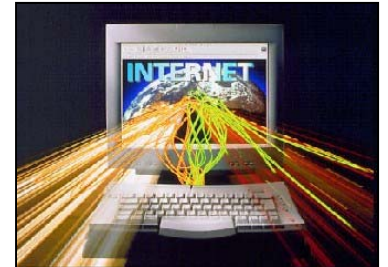
AXALTA'S THREE OPTIONS

Axalta and Cape School realize that individual agents have different needs in regards to fulfilling their States' continuing education requirements. Consequently, we offer three ways to satisfy these requirements.

Option #1: E-Learning

This online option allows agents to take up-to-date training at any time of day anywhere they have an Internet connection.

- Contact the Axalta Customer Care Center to purchase vouchers.
- Axalta / Cape School Role
 - Maintain course content and password-protected Learning Management System to track use and test for understanding.
 - Ensure courses are current and approved by state.
 - Once complete, notify appropriate state of successful course completion.
- Repair Center Role
 - Sell or give Agents vouchers that act as tickets to access the online courses; vouchers can be provided at no charge or for a small price.
 - After Agent completes the online course, Repairers hand deliver proof-of-attendance certificates to Agent.
- Available Property and Casualty Insurance Courses
(Courses are approved in all states except NM.)
 - Ethics for the Field of Insurance
 - Ethics: A Practical Guide
 - Insurance as a Social Instrument
 - Everyday Law for Insurance Agents
 - Insurance Fraud: Problems & Prevention
 - Underwriting: Write it Right!
 - Flood Insurance Training for Insurance Agents
 - Automobile Insurance Coverage
 - Identity Theft Insurance



Cape School is a certified provider in every state and can submit courses for approval nationally.



Option #2: Instructor Led – Cape School Instructor with the Repair Center Manager as a Guest Speaker

This option allows repairers to host a live, instructor-led version of a course either in their repair center or in a nearby hotel or similar venue. The repairer is introduced as a guest speaker and allowed a sufficient amount of time to relate class content to their repair center operations and share topic-related success stories.

- Axalta / Cape School Role
 - Coordinate and assign instructors for scheduled classes.
 - Once complete, notify appropriate state of successful course completion.
 - Optional: Create mailing cards / registration form and mail to Cape Schools* database of Property & Casualty insurance agents (additional fee for mailing). *If available in your state.
- Repair Center Role
 - Personally deliver the mailers and confirm the agent's attendance.
 - Prepare guest-speaker presentation and obtain and set-up the necessary props (list provided).
 - After Agent completes the course, Repairers personally hand deliver proof-of-attendance / compliance certificates to Agent.
- Available Property and Casualty Insurance Courses
(Visit www.axalta.us/BusinessServicesLibrary for an up-to-date list.)

COURSE TITLE	STATE APPROVALS
Agent Conduct and Liability Combo	DE, IA, MD, NY, OH, PA, UT, WI
All About Surplus Lines	SC
Anti-Money Laundering Compliance	CT, DE, GA, IA, KY, MA, MD, MN, NJ, NY, OH, PA, SC, VA, WI
Auto Coverage for the Insurance Industry	CT, DC, DE, IA, MD, MN, NY, OH, PA, SC, VA, WI
Bad Faith Claims	CT, DC, DE, IA, MD, MN, NY, OH, PA, SC, VA, WI
Business Owners Policy	DE, NJ, PA
Conflict Resolution for Insurance Agents	DC, DE, IA, MD, NC, NJ, OH, PA, UT, VA, WI
Disasters and the Insurance Industry after Katrina	CT, DC, DE, IA, MD, MN, OH, PA, SC, VA, WI
Dos and Don'ts of Small Business Coverage	DC, IA, KY, MD, OH, VA
Ethics - How to Deal with the New Technological World	CT, DC, DE, MD, PA, VA, WV
Ethics and Agency Relationships	CT, DC, DE, GA, MD, NC, NJ, OH, PA, VA, WI
Ethics Beyond the Basics	CT, DC, DE, GA, IA, KY, MD, MN, NJ, NY, OH, PA, SC, UT, VA, WI
Everyday Insurance Legal Issues	DC, DE, FL, IA, MD, PA, UT
Getting the Policy Issued	CT, DE, IA, NJ, NY, OH, PA
Homeowners Insurance - A Comprehensive Review	CT, OH, PA, UT, VA
How to Avoid Being the Agent on Trial	CT, DC, DE, IA, MD, MN, NY, OH, PA, SC, VA, WI
Ideal Practices for the Successful Agent	CT, DC, DE, GA, IA, KY, MA, MD, MN, NJ, NY, OH, PA, SC, UT, VA, WI
Insurance Ethics: Knowing Right from Wrong	DC, DE, IA, MD, MN, OH, PA, SC, VA, WI
Insurance Fraud II - Awareness and Detection	DC, DE, MD, NC, OH, PA, VA
Insurance Fraud - Problems and Preventions	CT, DC, DE, GA, NJ, OH, PA, VA
Insurance Law - Do The Right Thing	CT, DE, FL, MD, MN, NJ, NY, OH, UT, WI
Insurance Law with a Twist	CT, DC, DE, GA, IA, KY, MD, MN, NJ, NY, OH, PA, SC, UT, VA, WI
Refinishing Today	MN, VA, CA



Option #3: Instructor Led – Repair Center Manager as Certified Instructor

This option requires the Repair Center Manager or designated employee to become certified by Cape School as an instructor. This assumes that the instructor has the credentials or expertise on the topic(s) taught.

This is achieved using the following process:

1. Attending a Cape School course either hosted by your repair center or a standard Cape School offering to observe the facilitation skills and learn the administration logistics.
2. To team teach a course where the potential instructor has the appropriate expertise.
3. Use the relationship with the Cape Instructor to act as an instructional mentor going forward.

Pricing for the 3 Options**

On-Line CE Voucher Program	
Course Facilitation	N/A
Course Administration Fee	\$25 per voucher
Total Cost	\$25 per attendee (based on number used)
Cape Instructor-Led Program	
Course Facilitation	\$700 per course; plus expenses.
Course Administration Fee	\$20 per student; average of 20 students per class for a total of \$400. <u>Option:</u> \$250 for mailing up to 250 cards to P & C licensed agents in your area
Total Cost	\$700 for facilitation, \$400 for administration, \$15 per student for food * 20 students = \$300 (and possibly \$250 for mailing) = \$1400 plus any travel expenses = \$70 per attendee
Repair Center-Led Program	
Course Facilitation	\$700 per course; plus expenses, until certified and then only the per student fee (below) applies
Course Administration Fee	\$25 per student; average of 20 students per class for a total of \$500 <u>Option:</u> \$250 for mailing up to 250 cards to P & C licensed agents in your area
Total Cost	(\$700 for facilitation - first 2 times)\$0 facilitation fee, \$400 for administration, \$15 per student for food * 20 students (no limit) = \$300 (and possibly \$250 for mailing) = \$950 (\$1650 first 2 times) = \$45.00 per attendee

** = Pricing is set as of January 1, 2011 – Prices are subject to change



IS IT WORTH IT?

What would you invest per agent to take them to dinner or visit frequently to build a connection with them?

100 Policies in force / agent	*	10% reported claims	=	10 claims per year
10 claims referred / year	*	\$2,000 / claim	=	\$20,000 potential sales
\$20,000 potential sales	*	40% Gross Profit	=	\$8,000 incremental gross profit
\$8,000 incr. gp\$ / agent	/	\$70 per agent invested	=	114% to 320% Return on Investment

Given these assumptions, getting involved in a CE program might prove to be a great investment!

BENEFITS OVER COMPETITIVE PAINT COMPANY CONTINUING EDUCATION OFFERINGS

Cape School is known for professionally delivering quality insurance industry continuing education.

- 3 unique and flexible options for delivery.
- Valet type service with administration, promotion, training and coordination handled by a professional 3rd party.
- Industries largest library of potential course topics.

FOR MORE INFORMATION

In the United States:
1.855.6.AXALTA
axalta.us

In Canada:
1.800.668.6945
axalta.ca