

Introducing the *Wedding Protector Plan* from Travelers!



Personal finance experts recommend that when planning a wedding, couples consult with an insurance agent first.



We've created an insurance policy that offers your customers financial protection if certain unfortunate, unforeseen events occur.

Today's weddings have an average price tag of \$27,000. Of course, brides are squarely focused on their special day – not on what could go wrong. Yet it's all too common to lose a high-dollar deposit when a bridal dress shop suddenly closes or a hurricane causes the wedding to be postponed. Your customers wouldn't buy a new car that costs \$27,000 without insuring it so it's important to speak to them about wedding insurance!

Coverage Options

The *Wedding Protector Plan* offers a variety of coverages such as:

- Cancellation or Postponement
- Additional Expenses
- Event Photographs/Video
- Event Gifts
- Special Attire
- Special Jewelry
- Lost Deposits
- Liability insurance (optional endorsement)

A Boost for Account Rounding

Promoting the *Wedding Protector Plan* is a great opportunity for you to cross-sell auto, home and other coverages to customers. This can be the start of a lifelong customer relationship.

Consider the opportunity...

- Average age of a bride and groom is 27-29
- In their new life ahead, bridal couples will spend 19.6 billion dollars on insurance
- 1.6 million brides will purchase or change insurance policies
- 80 percent of brides will discuss merging auto insurance policies with their fiancé prior to/during their engagement

Source: *Condé Nast Bridal Media - American Wedding Study, 2006.*

Issue a *Wedding Protector Plan* policy to your customers today!

Quoting/issuing a policy is easy! There's no need to go through ATLAS³(SM). Simply visit *Agent HQSM* and click on Wedding Insurance (Quick Links section).

