InformINS, Inc. Launches Affordable Insurance Agency Web Sites for Life and Health and Property and Casualty With Unmatched Functionality

YORBA LINDA, Calif. /Send2Press Newswire/ — InformINS, Inc., a privately held provider of insurance industry software products and technology consulting services, today announced that it has launched the www.websites4insurance.com agency web site service available to all insurance agencies in North America.

Organized in 1999 as a strategic software house servicing managing general agencies, insurance carriers, and independent producers/agents, InformINS enables its clients to conduct typical industry transactions faster, easier, and at a significant cost savings.

With over 100 insurance agencies signing on during the pre-release phase, InformINS is poised to offer its agency web sites through a broad-based national marketing campaign beginning in January 2005. The www.websites4insurance.com product is the first direct agency retail product developed by InformINS, which licenses numerous technology infrastructure systems to general agencies and carriers. InformINS' web sites agency tools empower insurance agents, brokers, and agencies to implement an online marketing and management system previously reserved for large agencies and MGAs.

"We invested immense amounts of time conducting focus groups and evaluating insurance agents needs and habits," explains InformINS CEO, Paul Blomgren. "We have developed a highly functional product with the most ease of use in the industry," states Blomgren.

Yuri Vanetik, co-founder and InformINS director, clarifies that InformINS insurance agency web sites were developed by insurance professionals who understand how technology increases an insurance agency's premium volume and reduces operating expenses.

As Mr. Vanetik further explains, InformINS agency web sites include quote forms for all lines of insurance business at no additional cost to the customer. Below is a partial list of insurance quote forms InformINS' websites4insruance offer.

Auto Insurance

Homeowners Insurance

Commercial General

Term Life

Life

Workers Compensation

Motorcycle

Annuities

Group Health

Motor Home

Medical Malpractice

Combo:Office Pkg. and Prof. Liab

Disability

Flood

Hotel

Inland Marine

Commercial Auto

BOP

Liquor

Renters

Condominium

Professional Liability

General Liability

Long Term Care

Health

Watercraft

Brew Pubs

Pharmacist

Restaurants

Special Events

Aviation

Simple EPL

In addition to providing quote forms the InformINS web sites deliver policy service forms, which allow an agency's policyholders to request policy changes, certificates of insurance, and report losses online – 24 hours per day, 7 days per week.

InformINS' Chief Technology Officer, Greg Lipman, points out that, "For online insurance quotes our system allows for instant online rating integration with comparative rating vendors, proprietary rating systems, and Real Time Direct to Carrier ACORD XML rate exchange." This is an advanced feature not typically offered through other web site products. According to Mr. Lipman, most other insurance web site usually only offer simple HTML quote forms. Additionally, InformINS has a stand alone or co-branded web site builder version for carriers or strategic partners, which is available with compliance module and portal integration.

The ACORD XML carrier interchange for new business quote requests and new business policy upload is also available, as well as PDF generation of application for select carriers/states. In its final pre-launch phase, InformINS has added a new feature to its web sites, which provides Instant Online Rating for over 100 Life insurance companies.

According to Mr. Vanetik, "Another important feature that InformINS competitors usually do not offer is an advanced web site statistics system that allows the customer to track where web site visitors are coming from, what time they are visiting and what pages of the web site they are going to." This statistics system supports custom page forms and external content statistics, as well as built in rating forms screen propagation.

InformINS web site products are highly scalable and self configurable. Their main break-through value proposition is advanced features which are highly user friendly and which have previously reserved for the insurance industry segment that could afford its own IT department. With InformINS websites4insurance insurance agencies have access to a user-friendly web site management console, which enables them to manage all aspects of their web site (including advanced marketing and management features) without paying the high cost typically associated with hiring a web developer or employing an IT department.

About InformINS

Organized in 1999 as a strategic software house servicing managing general agencies, mid-market carriers, and independent producers/agents, InformINS enables its clients to conduct typical industry transactions faster, easier, and at a significant cost savings. InformINS' growing list of MGA clients includes Alfa, Vision Insurance, RMIS, Legacy Insurance, eGeneral, SCJ Insurance, Nevada Pacific/Topa, Harbor, etc., thousands of insurance customers, and over 8,000 insurance agencies in eleven states.

INFORMINS, INC. – Evolving the Insurance Industry(tm). For further information contact the Company at 714-578-3300 or via email at

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Web sites:
www.informins.com
www.websites4insurance.com

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