



PRESS RELEASE

VTC Announcement Press Release

FOR IMMEDIATE RELEASE
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VTC Introduces New Corporate Identity, Unifying Company Brands

Troy, MI – Valenti Trobec Chandler, Inc. – a Michigan-based insurance and surety bond firm – announced the consolidation of its member companies under a new corporate identity: VTC Insurance Group.

VTC Insurance Group brings together six companies: Valenti Trobec Chandler, Inc.; Griffin, Smalley & Wilkerson; Valenti Trobec & Woody; Downey King Phipps; VTC Financial; and Houghtaling Agency, Inc. As VTC Insurance Group continues to grow – both organically and through acquisition – the importance of this “umbrella brand” strategy becomes clear.

“This has been a long-established strategy for our firm,” says Alan Chandler, President of VTC Insurance Group. “Our member companies all share core competencies and values, primary among them being a vigorous customer service ethic. Since that customer experience is essentially the same across all our companies, it makes sense that our brand speaks with one voice, everywhere it’s encountered.” In addition to the new corporate logo, the company has created a new customer-facing tagline: *“Confidence. For what’s next.”*

There are direct customer benefits attending the brand consolidation as well. “Larger size brings VTC greater leverage to negotiate best pricing for our customers,” says Robert Trobec, Executive Vice President and CFO. “Furthermore, the costs associated with running and marketing one company are dramatically less than they are for multiple companies. We’re reinvesting that savings into new tools for agents and greater resources for our customers.”

Anchoring those resources is the firm’s new-from-the-ground-up web site, www.VTCins.com. Visitors will discover a substantially wider range of valuable information and downloadable resources, covering virtually every risk management situation – from business insurance and loss control to surety bonds and private client solutions.

“Throughout this process, we’ve made sure that our new branding will have a positive impact on our customers,” say Brian Klein, Senior Vice President for Group Operations. “Our ownership and management are exactly the same. Customers will have the same agents, accounts and policies. In fact, the only things we hope they notice are the confident new brand, and an even deeper commitment to serving their needs.”

VTC INSURANCE GROUP is Michigan’s largest independent insurance and surety bond agency, fully licensed to provide tailored coverage to business and individuals throughout all 50 states. The company, founded in 1957, is headquartered in Troy and has offices in Farmington Hills, Oxford, Lapeer and Fort Myers, Florida. Through partnerships with top-rated carriers, VTC provides a complete range of risk management solutions including business insurance, surety bonds, employee benefits and personal insurance. For more information please contact Brian Klein at 248.828.3377, or visit VTC Insurance Group at www.VTCins.com.

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