

# AUTO GLASS COOP

## WEBSITE DESIGN

### Landing Pages

Let Auto Glass Coop manage your auto glass claims:

- Fast so you save time
- Only top tier, white-glove shops are used
- Rewards earned on each referral and \$100 just for signing up!
- Discrete and seamless communications with you and your policyholder
- Compliant with local and federal laws

Auto Glass Coop is a Washington, DC group that is committed to maintaining insurance choice. We work hard to make sure your policyholders have the right to choose the glass and collision shops of their choice - a right that is under attack. We are located on Capitol Hill – to stay close the legislatures. But we are even closer to your local glass shop through our team of experienced and demanding industry veterans.

Let the Auto Glass Coop demystify the process of figuring out which local shop is best. Our selection process is done by experts in the industry, and we work with only the top tier auto glass repair and replacement (AGR) and car collision shops. The bar is set high to WOW your policyholders so they remain happy customers loyal to you, their local insurance agent.

### **Fast so you save time:**

- Simply cut and paste or e-mail us the policyholder's details. We will take it from there and assign the job to a local shop. Auto Glass Coop assures that the local shop will contact your policy holder within 30 minutes.
- You will receive an e-mail confirmation and have access to a personalized dashboard to see the status of all your glass claims. No more guessing what happened to that claim from last week or last month, as you can view on-line claim history anytime and follow it through each step of the process.
- Free up your day, so you don't have to hang on during conference calls or deal with pesky sales folks from glass and collision shops.

### **Only top tier, white-glove shops are used:**

- There are more than 15,000 glass and collision shops nationwide. Many are popping up and closing each day. We cull through the chaff and work only with the best local shops. Our shops have quality products, quality service and the IT infrastructure to make sure you and your policy holders are being taken care of and kept informed through timely communicates.
- Rest assured, all of our shops meet the following:
  - Use only quality glass from original equipment glass vendors (no substitution allowed)
  - AGRSS certified technicians (not only listed but actually audited)
  - 1-Hour safe drive away urethane
  - Collision shops are xxx certified (?)
- We constantly monitor our shops and survey their customers to assure quality
- Our member shops all e-mail out confirmation of appointments and confirm appointments twice

#### **Rewards earned on each referral and \$100 just for signing up:**

- Just for registering we will deposit \$100 of points into your account. Then, for each job you refer to us that is actually completed by one of our members your account will be credited an additional \$\$ for each job (you need to register to see the amount). After three jobs and or any number after that you can redeem your rewards.
- How do we fund this? It's simple. We don't spend money on advertising, add-words or a sales force. This saves money. These savings are passed on to our member shops and to you.

#### **Discrete and seamless communications with you and your policyholder:**

- We don't call or visit you to hand you cash in an envelope. Auto Glass Coop works above board with a national rewards company where you can redeem your points for gift cards, presents, etc. The rewards can be sent to you at work or home. You decide.
- Policyholders communicate directly with the glass shops who will call them within 30 minutes of you sending us the referral. It's fast, quick and professional.

#### **Full local and federal compliance:**

- We are committed to lobbying and fighting for consumer choice. What we do is in compliance with the laws (unless of course choice is out-lawed). Most insurance agents and their staff choose to use the Coop because of our superior service and vetting of glass and collision shops. Remember, many insurance carriers based the choice of a local glass shop on price when you call their 800 number. That's not the way we work, so keep consumer choice alive and refer your policyholder jobs to the Coop.

- As you work with us, you will see we comply with all local and federal rules. If we cannot give you a reward, we will let you know up front if we cannot or the required reporting requirements. It's all above board, so why not give the Auto Glass Coop a try?

### **Auto Glass & Collision Shops Only**

Want to join the Auto Glass or Collision Coop? Please e-mail us [info@autoglasscoop.com](mailto:info@autoglasscoop.com) for a membership application. Only glass shops that are AGRSS certified or collision shops that are I-CAR Gold rated.

Why join the Auto Glass Coop? Well, instead of paying your market dollars for ad ad-words and advertising that might result in dead leads why not pay for guaranteed referrals? With Auto Glass Coop you pay for only referrals that convert into jobs. Provided you meet our standards and are deemed the best shop in your local area, you will be assured a steady flow of jobs. Admittedly, many glass and collision shops opt out or are washed out of our process but the ones that do pass find that their marketing costs to be less and enjoy a steady referral relationship with insurance agencies around the country. Also, those shops and agents who do participate are supporting Auto Glass Coop and our activities to help keep insurance choice alive at a national level.

#### **WE ALSO NEED:**

1. AN AREA SET ASIDE FOR TESTIMONIALS FROM CUSTOMERS.
2. A "SIGN IN" PAGE LINK to another website that will enable customers to register with us and request services, etc. This other website is under separate design by our internal personnel to work with our databases, etc. All we need is a "sign in" page to take the customer from the marketing website (the one you are creating) to our registration and operations website. We will provide this link when all is finalized.