

Core Bank (\$920M assets) Diversifies New Revenue Growth By Embedding Full Service Insurance Agency Operated by Insuritas

Core Bank designates Insuritas to launch their agency to drive recurring fee income, leveraging Lily, its proprietary virtual insurance agent technology.

EAST WINDSOR, CT, USA, January 24, 2023 /EINPresswire.com/ -- Insuritas announces it has been

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Donna Jermer, EVP, Chief Marketing Officer, Insuritas

hired by Core Bank, Omaha, NE to install its award-winning full-service digital insurance agency platform. The insurance agency will be owned by the Bank, embedded inside the Bank’s ecosystem, and will be engineered to offer a full-service insurance agency solution to their retail and commercial customers. Through the partnership, Core Bank will be able to offer its customers the critical commercial insurance and personal insurance products they purchase every year, while deepening wallet share and building an important source of annuitizing non-interest income.

“We’re delighted to partner with Core Bank to provide a full-service, digitally powered insurance agency to their customers in the growing Nebraska market,” said Insuritas Chairman and CEO Jeffrey Chesky. “Through our embedded insurance agency as a service, the bank will now be able to provide simple, seamless access to competitive options for their customers’ insurance needs, all with a focus on delivering the right coverages at the right price at the right time.”

Insuritas EVP, Chief Marketing Officer Donna Jermer added, “With our proprietary technology platform, we are able to leverage data-driven automation to maximize conversion rates with customers. Insuritas’ digital insurance assistant, Lily, is finely tuned to identify consumers as they are in-market for insurance, automatically reaching out on their preferred communication channel on behalf of the agency. This automation reinforces the bank’s existing relationship with the customer to expand their financial services footprint to include all their insurance needs.”

The agency will feature a variety of insurance services, including a myriad of commercial insurance products, as well as personal insurance products such as home, renter’s, auto, pet, identity theft, and travel insurance. Insuritas partners with more than 40 carriers to ensure

appropriate coverage at a competitive price. The agency is scheduled to open this summer.

About Insuritas

The Insuritas mission is to connect people to the insurance products they need through a seamless, transparent shopping experience where carriers compete to provide them with the right coverage at the right price. The Insuritas 'Embedded Agency as a Service' platform is installed across a network of financial institution partners serving over 11 million customers nationally, empowering financial institutions to leverage proprietary data-mining techniques and integrations with a broad array of insurance carriers to make highly personalized, digitally optimized insurance offers to their depositors, all within their brand. These strategies help further their commitment to the financial well-being of their customers, while driving a critical source of non-interest income for their institution. For more information, visit www.insuritas.com.

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