

What is RelEvent?

RelEvent is the most complete, web based commercial insurance sales platform in the industry today. Designed to build commercial DWP, RelEvent is packed with everything needed to drive sales.

Nationwide Agents across the US use RelEvent to increase their commercial DWP. A study conducted by Nationwide confirmed that regular users of RelEvent grew their commercial DWP by 15%-35%, with an average commercial policy amount of \$17,000.

Whether you are an agency principal, ACB or AAE agent, commercial specialist, CSR or in-office appointment setter, RelEvent will increase your commercial sales. Nationwide agents everywhere agree that RelEvent is a "must have" on your desk top.

RelEvent

- Powerful Prospect Management
 - Record notes
 - Schedule follow up activity
- Customization that enables targeting
 - You select cities
 - You select business types
- Campaign Marketing
 - Generate mail campaigns
 - Custom marketing literature
- **Unlimited Prospects- INCLUDED!**
 - Advanced flagging
 - Web Based
 - No software to install
 - Access from anywhere
 - Daily Updates

...new features added...all the time...

F	C	N	Owner	Name	City	Rating	# Emp	Risk	X Date
				Blair Talbot Motors	Dover, NH 03820-4332	N/A	5 to 9	V	05/24/2012
				Caledonian Carpentry Inc	Milton Mills NH 03852	N/A		A	05/24/2012
			BK	Chesterfield Tire Svc	West Chesterfield, NH 03466-3203	N/A	10 to 19	V	05/24/2012
				Chouinard Business Ventures LLC	Hooksett NH 03106	N/A		A	05/24/2012
				Cs Rowe LLC	North Sutton NH 03260	N/A		A	05/24/2012
				Duffodil's Flower & Gift Shop	Jaffrey NH 03452	N/A		A	05/24/2012
			BK	Fortier Thomas	Pittsfield NH 03263	N/A		A	05/24/2012
				Garrison Baptist Church	Dover, NH 03820-2172	N/A	1 to 4	V	05/24/2012
				Hilltop Consignments	Suncook, NH 03275-3700	N/A		A	05/24/2012
				Kyzen Corp	Manchester, NH 03101-1123	N/A		A	05/24/2012

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Phone 412-793-3344 Fax 412-793-3345

This is the RelEvent **Profile View**, where you set up your preferences and focus your prospecting.

Nationwide

Wednesday, January 25, 2012 Welcome Nationwide Agent

Main View | Follow Up | Profile | Campaigns | Logout

Edit User:

Username:

First Name:

Middle Initials:

Last Name:

Phone Number:

Display Initials:

Title:

Display records per page

Interested in following Cities:

Select a County:

Move the required cities from Available list to Selected list

Available List	Selected List
	Alstead
	Andover
	Ashuelot
	Barrington
	Bow
	Bradford
	Canterbury
	Center Strafford
	Chesterfield
	Concord

Interested in following Class Codes:

- ABRASIVE OR BLASTING DISEASE - 0059
- ABRASIVE PAPER OR CLOTH PREPARATION - 1860
- ABRASIVE WHEEL MFG & DRIVERS - 1748
- ACID MFG NOC - 4815
- ADVERTISING CO. & DRIVERS - 9549
- ADVERTISING: DISPLAY SERVICE - 9521
- AGATE WARE MFG - 3224
- Select all class codes

Display Options:

Display records that expire between and days

RelEvent is Completely Customizable

- Build your own geographic area
- Choose your own business types
- You decide how large or how small

Full Control and Unlimited Access

- Change your settings at will
- Time your marketing message
- Manage marketing activities
- Password protected

This is the RelEvent **Main View**, where all of your prospecting activity begins.

Nationwide

Wednesday, January 25, 2012 Welcome Nationwide Agent

Main View | Follow Up | Profile | Campaigns | Logout

X-Dated Prospects | All Prospects

Your next follow-up is scheduled for Saturday, January 28, 2012

Main View City: - All Profile Cities - Class Code: - All Profile Class Codes - Go

F	C	N	Owner	Name	City	Rating	# Emp	Risk	X Date
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BK	Blair Talbot Motors	Dover, NH 03820-4332	N/A	5 to 9	V	05/24/2012
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Caledonian Carpentry Inc	Milton Mills NH 03852	N/A		A	05/24/2012
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BK	Chesterfield Tire Svc	West Chesterfield, NH 03466-3203	N/A	10 to 19	V	05/24/2012
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BK	Chouinard Business Ventures LLC	Hooksett NH 03106	N/A		A	05/24/2012
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Cs Rowe LLC	North Sutton NH 03260	N/A		A	05/24/2012
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BK	Daffodil's Flower & Gift Shop Dba	Jaffrey NH 03452	N/A		A	05/24/2012
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BK	Fortier Thomas	Pittsfield NH 03263	N/A		A	05/24/2012
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Garrison Baptist Church	Dover, NH 03820-2172	N/A	1 to 4	V	05/24/2012
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	BK	Hilltop Consignments	Suncook, NH 03275-3700	N/A	1 to 4	V	05/24/2012
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Kyzen Corp	Manchester, NH 03101-1123	N/A	5 to 9	V	05/24/2012

Displaying 1-10 of 5382 (page 1 of 539)

Go to Page 1 >>

Select Records/Page: 10

Phone# only

Filter: zipcode=

Clear filter

Select expiration between: 0 and 120 days Go

View All Prospects

Based on your Profile settings, view the company name, address, number of employees, x-date in select states and other information. A click on any company will display additional company details.

Filter and Sort - Any Way You Want

- View all of your prospects at one time
- Filter by city, type of business or both
- Sort by employee size, city, x-date...

Targeting Your Market Has Never Been Easier...

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This is the RelEvent **Detail View**, which contains additional information about the prospect.

Information Includes

-Business class name, phone number and contact name. In some states it also includes the current carrier and additional policy information.

Create Marketing Letters in 3 Clicks!

-Address and contact name are automatically imported
 -Use our marketing letters or upload your own
 -Supports color and logos

- Add & Keep Notes for Future Reference
- Advanced Flagging for Categorization

- Calendar Sets & Tracks Follow Ups
- Enter Your Own X-Dates

This is the RelEvent **Follow Up View**, which contains all the prospects that need a future marketing action.

Nationwide

Wednesday, January 25, 2012 Welcome Nationwide Agent

Main View | Follow Up | Profile | Campaigns | Logout

Follow Up View City: - All Profile Cities - Class Code: - All Profile Class Codes - **Go**

Both

F	C	N	@	Name	City	PhoneNumber	X Date	FollowUp
⊗				Chesterfield Tire Svc	West Chesterfield, NH 03466-3203	(603) 256-8801	05/24/12	01/28/12 12:00 AM
⊗				Fortier Thomas	Pittsfield NH 03263		05/24/12	01/31/12 12:00 AM
⊗				Chouinard Business Ventures LLC	Hooksett NH 03106		05/24/12	02/01/12 12:00 AM
⊗				Blair Talbot Motors	Dover, NH 03820-4332	(603) 740-9911	05/24/12	02/02/12 12:00 AM
⊗				Daffodil's Flower & Gift Shop	Jaffrey NH 03452		05/24/12	02/03/12 12:00 AM
⊗				Hilltop Consignments	Suncook, NH 03275-3700	(603) 856-0110	05/24/12	02/04/12 12:00 AM

Export current page only Export to Easy AdMaker **Export**

Select Records/Page: 10 Retrieve past follow-ups : Go back 0 days **Go**

Powered By: cleardata

Your Automatic To-Do List!

- Organized by the date set for the follow up
- Icons remind you which action you chose to take

Same Powerful Filters as Main View

- View all of your follow ups at one time
- Filter by city, type of business or both
- Sort by employee size, city, etc...

Organized for you to **CLOSE THE SALE!**

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This the RelEvent **Campaign View**, where a few clicks is all you need to create a mass-marketing campaign.

The screenshot displays the Nationwide Campaign View interface. At the top, the Nationwide logo is visible. The page title is "Wednesday, January 25, 2012 Welcome Nationwide Agent". The main navigation bar includes "Main View", "Follow Up", "Profile", "Campaigns", and "Logout". The campaign name is "Auto Service" and the description is "All counties, auto service". The interface is divided into several sections: "Cities for Campaign:" with a list of cities including Alstead, Ashuelot, Chesterfield, Drewsville, Dublin, and Fitzwilliam; "Class Codes for Campaign:" with a list of codes such as ABRASIVE OR BLASTING DISEASE - 0059, ABRASIVE PAPER OR CLOTH PREPARATION - 1860, ABRASIVE WHEEL MFG & DRIVERS - 1748, ACID MFG NOC - 4815, ADVERTISING CO. & DRIVERS - 9549, and ADVERTISING: DISPLAY SERVICE - 9521. The "X Date between" is set to 01/25/2012 and 05/24/2012. The "Include only Zip Codes that begin with" field is empty. The "Select Risk Type" is set to "Both". The "Campaign Printing Options" section includes "Print sorted by Zip Code" and "Print sorted by Business Name". The "Nationwide General Marketing Letter" dropdown is selected. There are "Print" and "Save Campaign" buttons. At the bottom, there are "Calculate Records" and "Mark records as part of this campaign" buttons. The interface is powered by ClearData.

4 CLICKS...It's Really That Quick!

4 clicks is all it takes to create and print your own custom marketing campaign complete with the company name, address and contact name automatically imported.

Make Your Selections

- Select the cities you want
- Select the business types you want
- Pick your marketing letter
- Click Print...*It Could Not Be Simpler!*

And Much More..

Conduct mailers weekly or monthly - Choose one of our marketing letters - Upload your own marketing letters - Print sorted by zip code - Save campaigns and repeat mailer – Target specific zip codes and business types

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