

Create an **Online Storefront** for Your Agency

Join AF Group's Digital Acquisition Program – **Digalent**

AF Group wants to help your agency compete in a rapidly evolving direct-to-consumer market by expanding your presence online.

Our Digital Acquisition program – Digalent – will provide your agency with a digital storefront where customers seeking workers' compensation coverage online can enter their business information.

Digalent is about putting technology in the hands of our independent agents to access and compete in the digital market for small commercial insurance without going direct.

Why should my agency participate in AF Group's Digital Acquisition Program?



Gain access to the digital consumer, a growing customer segment currently inaccessible through the traditional channel.



Add revenue-generating opportunities to your agency.



Allow producers to provide a comprehensive experience for the customer by cross-selling additional commercial coverage options.



Increase your opportunity for profit-sharing by growing your book of business.



Your commission structure does not change.



This platform is provided to you at no cost.

Have questions? To walk through our approach in detail, see a demo of the digital storefront or get started, please contact Digalent@AFGroup.com.



AccidentFund UnitedHeartland CompWest ThirdCoast Underwriters