

Rebranding MetLife Auto & Home®

A guide to rebranding assets after the acquisition



Why:

As part of the acquisition of MetLife Auto & Home business by Farmers Insurance Group®, there is a contractual obligation to remove any and all references to MetLife®, Met, MetLife Auto & Home®, and Metropolitan.

When:

We must remove from content all references to MetLife, Met, MetLife Auto & Home, and Metropolitan as soon as reasonably practicable, and, in all cases, no later than **October 7, 2021**. We recommend mid-August for the best customer and account experience. The consumer facing rebranding is scheduled to start on August 10, 2021. The following guide was developed to help you transition assets to applicable branding. Your Farmers® product specialist and/or MetLife® communication manager will work closely with you to help complete this process.

Asset	If asset has this:	Replace with:
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MetLife Logo		 Click here to access Farmers Logo
MetLife Choice Logo	MetLife Choice	Farmers Insurance ChoiceSM Click here to access Farmers Insurance Choice logo.
Program Provider	MetLife Auto & Home®	Farmers GroupSelect SM
Platform	MetLife Choice® Snapquote®	Farmers Insurance Choice SM
Collateral	MetLife Auto & Home branded collateral needs to be sunset.	BROKER: A Farmers product specialist will provide replacement documents based on your inventory review. ACCOUNT: MetLife communications managers will provide you with new assets for review and approval.
Consumer Facing Co-Branded Collateral	MetLife Auto & Home branded collateral needs to sunset.	A MetLife communications manager will provide replacement documents for employee or affinity groups that require co-branded or customized documents.
MetLife Auto & Home Videos	Sunset MetLife Auto & Home videos	A MetLife communications manager will provide replacement videos for employers.
800 Numbers	1-800-GET-MET8	1-800-438-6381 – Employer All other phone numbers may remain the same.
Website Names	Any website or URL with MetLife in it Example: metlife.brokername.com	Replace with an approved name as applicable. Please submit a request to your product specialist or comm. manager, if you need domain delegation.

Disclosures	If Asset has this:	Replace with:
<p>General Disclosure PRINT ONLY</p>	<p>MetLife Auto & Home is a brand of Metropolitan Property and Casualty Insurance Company and its affiliates: Economy Fire & Casualty Company, Economy Premier Assurance Company, Economy Preferred Insurance Company, Metropolitan Casualty Insurance Company, Metropolitan Direct Property and Casualty Insurance Company, Metropolitan General Insurance Company, Metropolitan Group Property and Casualty Insurance Company, and Metropolitan Lloyds Insurance Company of Texas, all with administrative home offices in Warwick, RI. Coverage, rates, discounts, and policy features vary by state and product, and are available in most states to those who qualify. Policies have exclusions, limitations, and terms under which the policy may be continued in force or discontinued. For costs and complete details of coverage, contact your local MetLife Auto & Home representative or the company. Met P&C®, MetCasSM, and MetGenSM, are licensed in the state of Minnesota.</p>	<p>Program information provided by the following specific insurers seeking to obtain insurance business underwritten by Farmers Property and Casualty Insurance Company (a MN licensee) and certain of its affiliates: Economy Fire & Casualty Company, Economy Premier Assurance Company, Economy Preferred Insurance Company, Farmers Casualty Insurance Company (a MN licensee), Farmers Direct Property and Casualty Insurance Company, Farmers Group Property and Casualty Insurance Company, or Farmers Lloyds Insurance Company of Texas, all with administrative home offices in Warwick, RI. Farmers Insurance Choice is used by Farmers General Insurance Agency, Inc. (the "Agency") and other independent agencies and captive agents to provide consumers a broad choice of insurance providers. Coverage may be underwritten by carriers unaffiliated with Farmers GroupSelect through the Agency: CA License #0D25399. Coverage, rates, discounts, and policy features vary by state and product and are available in most states to those who qualify.</p>
<p>General Disclosure EMAIL ONLY</p>	<p>MetLife Auto & Home is a brand of Metropolitan Property and Casualty Insurance Company and its affiliates: Economy Fire & Casualty Company, Economy Premier Assurance Company, Economy Preferred Insurance Company, Metropolitan Casualty Insurance Company, Metropolitan Direct Property and Casualty Insurance Company, Metropolitan General Insurance Company, Metropolitan Group Property and Casualty Insurance Company, and Metropolitan Lloyds Insurance Company of Texas, all with administrative home offices in Warwick, RI. Coverage, rates, discounts, and policy features vary by state and product, and are available in most states to those who qualify. Policies have exclusions, limitations, and terms under which the policy may be continued in force or discontinued. For costs and complete details of coverage, contact your local MetLife Auto & Home representative or the company. Met P&C®, MetCasSM, and MetGenSM, are licensed in the state of Minnesota.</p>	<p>Program information provided by the following specific insurers seeking to obtain insurance business underwritten by Farmers Property and Casualty Insurance Company (a MA licensee) and certain of its affiliates: Economy Fire & Casualty Company, Economy Premier Assurance Company, Economy Preferred Insurance Company, Farmers Casualty Insurance Company, Farmers Direct Property and Casualty Insurance Company, Farmers Group Property and Casualty Insurance Company, or Farmers Lloyds Insurance Company of Texas, all with administrative home offices in Warwick, RI. Farmers Insurance Choice is used by Farmers General Insurance Agency, Inc. (the "Agency") and other independent agencies and captive agents to provide consumers a broad choice of insurance providers. Coverage may be underwritten by carriers unaffiliated with Farmers GroupSelect through the Agency: CA License #0D25399. Coverage, rates, discounts, and policy features vary by state and product and are available in most states to those who qualify.</p>

<p>General Disclosure Company Website ONLY</p>	<p>MetLife Auto & Home is a brand of Metropolitan Property and Casualty Insurance Company and its affiliates: Economy Fire & Casualty Company, Economy Premier Assurance Company, Economy Preferred Insurance Company, Metropolitan Casualty Insurance Company, Metropolitan Direct Property and Casualty Insurance Company (CA Certificate of Authority: 6730; Warwick, RI), Metropolitan General Insurance Company, Metropolitan Group Property and Casualty Insurance Company (CA COA: 6393; Warwick, RI), and Metropolitan Lloyds Insurance Company of Texas, all with administrative home offices in Warwick, RI. Coverage, rates, discounts, and policy features vary by state and product, and are available in most states to those who qualify. Policies have exclusions, limitations, and terms under which the policy may be continued in force or discontinued. For costs and complete details of coverage, contact your local MetLife Auto & Home representative or the company. Met P&C®, MetCasSM, and MetGenSM, are licensed in the state of Minnesota.</p>	<p>Program information provided by the following specific insurers seeking to obtain insurance business underwritten by Farmers Property and Casualty Insurance Company (a MA licensee) and certain of its affiliates: Economy Fire & Casualty Company, Economy Premier Assurance Company, Economy Preferred Insurance Company, Farmers Casualty Insurance Company, Farmers Direct Property and Casualty Insurance Company (CA Certificate of Authority: 6730; Warwick, RI), Farmers Group Property and Casualty Insurance Company (CA COA: 6393; Warwick, RI), or Farmers Lloyds Insurance Company of Texas, all with administrative home offices in Warwick, RI. Farmers Insurance Choice is used by Farmers General Insurance Agency, Inc. (the "Agency") and other independent agencies and captive agents to provide consumers a broad choice of insurance providers. Coverage may be underwritten by carriers unaffiliated with Farmers GroupSelect through the Agency: CALicense #0D25399. Coverage, rates, discounts, and policy features vary by state and product and are available in most states to those who qualify.</p>
<p>Savings Disclosure – Auto Only</p>	<p>* Savings are based on MetLife Auto & Home's 2021 countrywide research of new call center customers' annual savings in 2020. Statistics do not reflect sales of the product sold on MetLife Auto & Home MyDirect®.</p>	<p>Based on the average nationwide annual savings in 2020 reported by new customers who called the Farmers GroupSelectSM employee and affinity member call center, switched their auto insurance to a Farmers® branded insurance policy issued through the Farmers GroupSelect employee or affinity member program, and realized savings. Potential savings vary by customer and may vary by state and product.</p>
<p>Savings Disclosure – Home Only</p>	<p>* Savings are based on MetLife Auto & Home's 2021 countrywide research of new call center customers' annual savings in 2020. Statistics do not reflect sales of the product sold on MetLife Auto & Home MyDirect®.</p>	<p>Based on the average nationwide annual savings in 2020 reported by new customers who called the Farmers GroupSelectSM employee and affinity member call center, switched their home insurance to a Farmers® branded insurance policy issued through the Farmers GroupSelect employee or affinity member program, and realized savings. Potential savings vary by customer and may vary by state and product.</p>

Savings Disclosure – Auto & Home	* Savings are based on MetLife Auto & Home's 2021 countrywide research of new call center customers' annual savings in 2020. Statistics do not reflect sales of the product sold on MetLife Auto & Home MyDirect®.	Based on the average nationwide annual savings in 2020 reported by new customers who called the Farmers GroupSelect SM employee and affinity member call center, switched their auto and home insurance to Farmers® branded insurance policies issued through the Farmers GroupSelect employee or affinity member program, and realized savings. Potential savings vary by customer and may vary by state and product.
15% Group Discount Disclosure	*Savings based on our 2021 countrywide research of new call center customers' annual average savings on auto insurance in 2020.	Based on the average nationwide discount available in 2020 through the Farmers GroupSelect SM program for eligible individuals.
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