

## » BUY PROSPECTS



# GET ACCESS TO SMALL BUSINESSES THROUGH THE BOLD PENGUIN EXCHANGE

Bold Penguin's unique solutions helped LeavittLink identify more prospects and quote and bind them seamlessly and efficiently

### » AN INSURANCE STRATEGY FOR A DIGITAL AGENCY

LeavittLink is a digital arm of Leavitt Group, the 12th largest privately-held insurance broker in the United States. Dennis Freire, President, wanted to expand the company's ability to attract small business prospects while accelerating the digital quote and bind process. Freire has been working in digital insurance for decades and mapped out ambitious growth goals for his digital-first agency.

### » BEFORE BOLD PENGUIN

LeavittLink wanted to expand immediately in small business insurance so it needed access to new business prospects. But the company's strategy also relied upon quoting and binding customers efficiently and driving access to digital carriers. Choosing a partner that could both generate new prospects and quote and bind would be a gamechanger.

### » AFTER BOLD PENGUIN

LeavittLink partnered with Bold Penguin and started being matched with small business prospects through the Bold Penguin Exchange. LeavittLink also mastered the quote and bind process through the Bold Penguin Terminal. The LeavittLink team continues to work closely with Bold Penguin to suggest and evaluate new features.

With Bold Penguin, LeavittLink's application volume has increased

## 200% since launch

### » CONTINUING TO GROW

LeavittLink's Freire serves on the Bold Penguin Agency Council and provides insights about the future of commercial insurance. LeavittLink is focused on expanding its organic small business prospects through a digital storefront powered by Bold Penguin as well as expanding the use of quotable prospects developed by the Bold Penguin Exchange.

"The Bold Penguin solution gives us a high-energy injection of speed and efficiency so that we can quote and bind customers more quickly."

**Dennis Freire**  
LeavittLink, President

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