

>> INTEGRATE A PRODUCT



ACCESS BOLD PENGUIN ONLINE AGENTS AS PART OF ANY DIGITAL STRATEGY

Bold Penguin's unique platform helped biBERK scale its agent distribution strategy and the partnership has flourished.

>> ACCELERATING A DIGITAL-FIRST STRATEGY

Launched in 2016, biBERK's mission is to make commercial insurance convenient. A Berkshire Hathaway company, biBERK adopted a digital-first strategy from the outset. The company is known for having a broad appetite covering most industries and offers six lines of insurance: Workers Compensation, Professional Liability, General Liability, Business Owners Policy, Umbrella and Commercial Auto.

>> BEFORE BOLD PENGUIN

biBERK wanted to build out both a direct and independent agent distribution model. biBERK had developed unique products and appetite in the commercial insurance marketplace but how could it go about reaching those agents working with small businesses? As a new entrant, biBERK wanted to evaluate all modes of distribution and make the right choice.

>> AFTER BOLD PENGUIN

biBERK selected Bold Penguin as its first online distribution partner for independent agents. By gaining distribution access to the agents on Bold Penguin, biBERK was able to create relationships that it wouldn't have been able to otherwise. The result has been a significant amount of growth across the United States.

biBERK saw significant growth after introducing Workers Comp on Bold Penguin

116% increase in quote starts

>> CONTINUING TO GROW

biBERK and Bold Penguin continue to expand the partnership as both companies take advantage of insurance agents flocking online. Most recently, Bold Penguin added biBERK's workers compensation product to its platform. And, the companies have continued to incentivize agents through unique renewal distribution strategies.

“Bold Penguin has allowed us to have a footprint across the United States that we wouldn't have had through our other platforms.”

Geneie Andrews
biBERK, Director of Partnerships

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