



AGENT ADDENDUM

BUSINESS DEVELOPMENT BRIEFING

At the halfway mark, Builders Mutual® is making solid progress on our 2012 plans. Market conditions are dynamic and vary by region, but overall we are beginning to see a move towards stabilization and sound underwriting, which tracks nicely with our objective of steady, profitable growth. Through June, we are slightly ahead of our revenue plan and have improved our profitability. Builders Mutual is continually looking for ways to improve service to our agents and policyholders, and I would like to take this opportunity to update you on exciting organizational initiatives currently underway.

First, we are creating a dedicated customer service unit, the Customer Contact Center. This group of cross-trained service professionals will be able to handle the majority of inquiries relating to policies, billing, audits, commissions, etc. The goal is to provide quality customer service resulting in fewer transferred calls and increases in first time resolution. As we expand into online service capabilities, the Customer Contact Center will be instrumental in servicing this channel as well. Rest assured, we will maintain the live voice and friendly service you have come to expect from Builders Mutual. Staffing selections for the unit will occur in the coming weeks followed by extensive training. Implementation is planned for mid-September and we will keep you posted as this unfolds.

Second, we are making changes in the underwriting organization to better support our agents, customers, and associates. New positions are being added to support our growth and streamline a variety of processes to improve overall service levels. One component includes the combination of current Assistant Underwriter and Rater roles into a new position of Agency Services Representative. Upon implementation, the ASR's will be aligned to support a territory of agents and underwriters to maintain the individualized service partnership with you. A small account underwriting team will be charged with timely processing of more routine accounts submitted through BOB 2.0. This will enable the underwriters the capacity to work with you on the larger, more complex cases. Additionally, we are adding and re-aligning our leadership positions to improve coaching and development of staff.

When implemented, we will communicate the phone numbers and extensions so that you can contact these new groups directly. We recognize that you may have favorite employees you've enjoyed talking to in the past, but give us a chance to exceed your expectations in this new streamlined environment. I encourage you to direct any questions or concerns to your Territory Manager, Underwriter, or myself.

2012 is setting up to be a great year, and we look forward to working with you to finish the year strong. Thanks for your continued support.

Sincerely,

Brad Mook, CPCU, CLU, CBIA
AVP of Business Development



» John Parrish, Eastern NC Territory Manager

“I thoroughly enjoy what I do and I have great respect for the job our agents and account managers perform.”



TM SPOTLIGHT

As a kid, John Parrish grew up running around his father’s insurance agency in Smithfield, North Carolina. He landed his first insurance job right out of college with the Principal Financial Group where he spent a few years working in financial planning. Parrish returned to East Carolina University in 1989 where he earned a Master’s degree in Business Administration. His next job was with Bankers and Shippers Insurance where he held positions in claims, marketing and product management. Parrish went on to work with Nationwide Insurance as the Underwriting Portfolio Manager for the Charlotte market. He later transferred to Raleigh to work with an IT company focused on the insurance industry and as a producer with a large insurance agency.

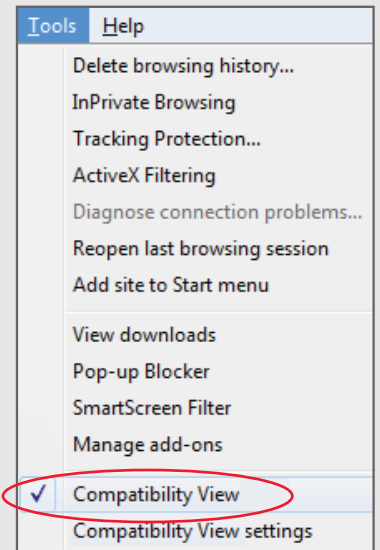
Parrish joined BMIC in 2001 as Director of Sales and Agency Relations. After five years in that position, he transitioned into the role of Senior Territory Manager in Virginia. Currently, he manages eastern North Carolina from Raleigh to the coast.

Parrish states, “I thoroughly enjoy what I do and I have great respect for the job our agents and account managers perform. You all are leaders in your community and know how to have fun and approach life with a positive outlook. That is what makes you successful.” He continues, “This industry can be challenging at times and my hope is that Builders Mutual will continue to be your first choice for any construction-related risk. We know our success depends on you and it is that partnership and mutual respect that has made us the carrier where builders come first.”

BOB 2.0 AND IE9

Recently, BMIC implemented a fix for the IE9 compatibility issue with BOB 2.0. Now, agents who have upgraded and are running IE9 on their computers can once again utilize all rating functions of BOB 2.0. If your computer uses IE9, simply adjust your configuration when you first login to BOB 2.0. Click Tools, Compatibility View and ensure there is a check by Compatibility View.

If this does not work, click tools, Compatibility View Settings and type www.buildersmutual.com in the “add this website” field and click add. Ensure the “Display intranet sites in compatibility view” check box is selected and click close. Then, continue to rate, quote and issue your policies.



PINEHURST, NC – OUR 2012 DESTINATION LOCATION

A little golf, a little heat, a little humidity, and a fantastic trip! This year marked BMIC's 13th annual Agency Appreciation event and we celebrated by going back to where it all began in Pinehurst, North Carolina. The event was held from Wednesday, June 19 through Friday, June 22 and nearly 100 representatives from our Builders Reserve and Champions Club agencies were in attendance.

On Wednesday evening, we celebrated by Dancing with the Stars during an elegant dinner topped off with entertainment by the Soul Psychedelic Orchestra. Never shy, our guests danced the night away and a few took home trophies for their fancy footwork. Thursday was a day full of activities and guests had the opportunity to golf, visit the Spa at Pinehurst, go antiquing, tour the Seagrove Potteries, enjoy a cooking lesson from the head chef, shop or spend time on their own relaxing. Then, Thursday evening, guests enjoyed a polo cross match before a Kentucky Derby-styled dinner. The ladies pulled out all the stops with their fancy dresses and big, colorful hats, while bow-ties and pastels were in style for the men. The Showmen kept the crowd dancing.

Each year, it is our honor to invite our top agencies to a destination location to show our appreciation of their commitment and dedication to Builders Mutual.



PINEHURST, NC – OUR 2012 DESTINATION LOCATION *(Continued from Page 3)*

