



Bankers Insurance Group

Bankers Business Group

PRESS RELEASE

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BANKERS INSURANCE GROUP GETS HIGH GRADE FOR AGENT SATISFACTION ON SURVEY

“On the latest FAIA Survey, we are listed as one of the carriers that had the most improvements over the last five years,” says Deb Brcka, Vice President of Bankers Underwriting. FAIA is the Florida Association of Insurance Agents. “Bankers ranked sixth among 21 companies mentioned by agents. Our 2003 rank was 27 – so we’ve had an impressive improvement. Plus, we are in the top five companies for Personal Lines and Commercial Lines Service, Accounting/Reconciliation, Management and Underwriting Attitude!!

“To change the image of Bankers in the eyes of the Florida agents has been a top initiative of ours for the last several years,” Brcka says. “There is no doubt that becoming more involved, more visible in our various agent associations, committees, both on the state level and on the local county levels, and the recent agent meetings across the state significantly impacted the results of this survey. This success reinforces the internal efforts of Management, Product Management, Underwriting and Customer Service and the external efforts of our Marketing Team. Scoring #2 in the category of consistency is for me the most satisfying. This was the number one complaint I received as a Marketing Rep before I took the role of Marketing Manager in 2004.”

“What’s particularly satisfying about these results,” adds Brian Keefer, Executive Vice President of BIG, “is that it’s an objective, non-biased survey from a broad-based agent group across Florida. 40% of FAIA’s 1,460 agents participated in the survey, rating five of its carriers.”

The purpose of the FAIA survey, which began in 1999, is to provide carriers with agent opinions that are free from undue influence from the carrier. Its overall goal is the general improvement of carrier performance for the benefit of all concerned – the carrier, the agent and the consumer.

“Old Dominion was the number one company overall,” Keefer continues, “with Bankers Insurance Group ranking sixth out of 21 companies. We had the second most improvement of any carrier, improving 1.29 points from a score of 2.76 to 4.05 on a scale of ‘1’ (Poor) to ‘5’ (Outstanding). This is quite an improvement considering Bankers was ranked either

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26th or 27th in each of the previous three surveys in 1999, 2001, and 2003 with scores of 2.91, 3.07 and 2.76 respectively.

“Again, the entire team deserves the credit for a tremendous turnaround from being ranked number 27 to sixth overall,” Keefer says. “It’s particularly satisfying to see how we did it with top scores in Service, Management and Underwriting Attitude. We didn’t score as high in Competitiveness and Compensation, so we got there by not giving the business away. There’s always room for improvement, in this case primarily in Automation and Claims. But with the team that we have in place now, I’m confident that the rankings in all of the important categories will be even higher the next time around.”

Bankers Financial Corporation, a holding company for Bankers Insurance Group and Bankers Business Group, was founded in 1976. The organization has grown from a small insurance company to a diverse corporation known for its innovative insurance products and superior customer service.

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