

# BUYING-DECISION FACTORS

## AFM SURVEY OF BROKERS AND CLIENTS



Conducted  
**July/August 2016**



### Objectives

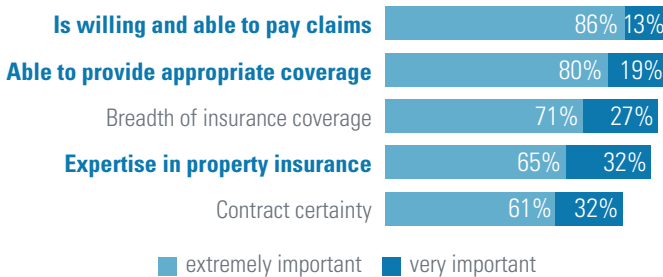
- Understand what's important to brokers when recommending where to place property insurance
- Understand what's important to clients when deciding where to place property insurance
- Improve the products and services we deliver to our insureds



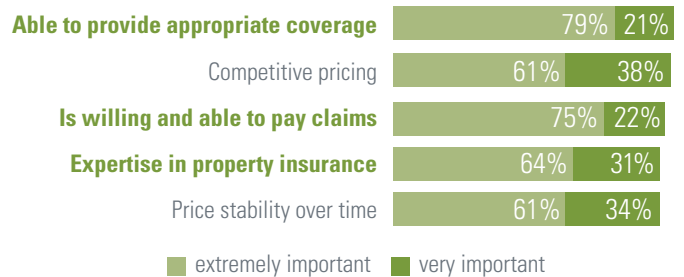
**738 responses**  
from around the globe

*Top-ranked factors among the 15 attributes respondents were asked to rank*

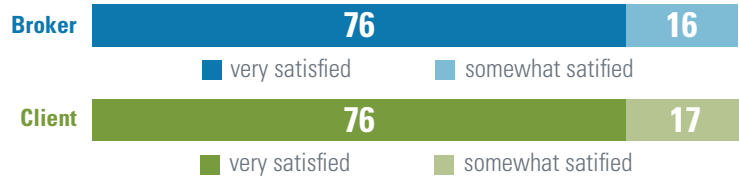
### WHAT'S IMPORTANT TO BROKERS?



### WHAT'S IMPORTANT TO CLIENTS?



### HOW SATISFIED ARE YOU WITH THE LEVEL OF SERVICE PROVIDED BY AFM?



### WHAT RESPONDENTS SAID ABOUT AFM

**Client:** "We consider AFM best in the business."

**Broker:** "AFM has always been different and innovative, which makes them one of our top markets of choice."

**Client:** "Your claims process is exceptional."

**Broker:** "AFM has the best form and underwriters."

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Visit our website for more information on our **claims service**, **market-leading coverage** and **expertise in property insurance**.