

The Keystone Program

Exclusive benefits for top mid-market brokers

At RSA®, we know how competitive the mid-market space can be—and that brokers like you want every edge you can get to grow your career even more.

That's why we're proud to call you a member of the Keystone Program, an elite group of mid-market brokers from across the country with all kinds of exclusive privileges designed to support the growth of your book, your brokerage and your career.



KEYSTONE
PROGRAM

Benefits and privileges

The Keystone Program offers concrete support that helps you win more customers and retain them for years to come. Take a look at how the Keystone Program can help your brokerage unlock new levels of success in the mid-market commercial space.

Why “Keystone”?

KEYSTONE: The central stone at the summit of an arch that locks the whole structure together, providing stability and security.

A Keystone broker plays an important role in our organization as one of our most trusted and profitable partners. Like the rest of the stones in the arch, we know that the keystone works best when it's supported by a strong foundation and careful consideration.

That's why we've enhanced the Keystone Program—to provide the support you need to excel, from preferred pricing to front-of-the-line privileges that we reserve for only the best.

Key Account Manager

At the heart of the Keystone Program is the Key Account Manager, or KAM, your single point of contact and go-to RSA representative for any questions or issues. Your KAM will help connect you with the right people and collaborate with you to reach your annual targets.



VIP SERVICE

Get the VIP treatment with priority service on new business, renewals and endorsements. This includes priority reservation that allows for submissions to be received/accepted up to 120 days in advance of the effective date.



MONTHLY BUSINESS REVIEW

Your KAM will work with you to review your portfolio and offer insights into new business submissions, highlighting any obstacles for providing terms and industry trends to give you an edge over the competition.



KEYSTONE COUNCIL

You can participate in an annual Keystone Council event, where you'll get important updates from RSA, hear from special guests, connect with underwriters and network with other brokers in the program.



FLEX ACCOUNT

Fine-tune pricing on the fly with a 5% discretionary discount, up to a total of \$25,000 per quarter that can be applied to new business and renewals.



EXCLUSIVE PRODUCT PACKAGES

Provide even better coverage at special rates for your customers with these exclusive product packages:

- Contractors' Equipment Floater (CEF)
- Manufacturer's Liability Package
- Commercial Property Realty Package
- Manufacturing & Wholesale Property Package



QUARTERLY NEWSLETTER

This exclusive newsletter will keep you in the loop on important industry developments, changes to our target appetite and enhancements to the capabilities of our other commercial lines of business.



MID-MARKET EDUCATION BOOT CAMP

Strengthen your skillset at Mid-Market Education Boot Camp, an accredited training program covering the most important topics for your book of business—and it's all online so that it can fit your schedule.



Keystone Elite: the best of the best

Each year, our regional leaders will select one brokerage from their region to join **Keystone Elite** based on target appetite growth, profitability and retention. Keystone Elite brokers get all the Keystone benefits and more:

- Exclusive training and education opportunities, including an invitation for a producer to visit with underwriters at a local RSA office
- \$10,000 for co-sponsored marketing events
- Flex account worth up to \$50,000 per quarter (\$200,000 per year)
- Recognition event for our Elite brokerages



Want to learn more about the Keystone Program?

Talk to your KAM today to find out how this exclusive program can take your business to new heights.



Meet the Keystone team

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Want to learn more about how to qualify for Keystone? Contact your KAM or regional leader today!