



Consumer Rate Quotes

Over 75% of all consumers start their insurance shopping process online. Level the playing field for your agency by adding personal lines quoting capabilities to your website or social media pages.

Consumer Rate Quotes (CRQ) is a powerful add-on component of PL Rating that allows you to provide multiple carrier quoting directly to consumers. Show your prospects a better way to compare and save on personal lines insurance policies.

Features you need

Additional lead generation: Attract clients who prefer to shop for insurance by searching online. Even if a quote isn't completed, the information is still captured as a lead - instantly notifying your agency for follow-up.

Streamlined quoting: CRQ allows for coverage limits and deductibles to be bundled into options that are customizable to your agency. Not only does this speed up the quoting process for a consumer but it also allows you to emphasize the types of coverages you want to sell.

Competitive options for clients: Make the most of your marketing generated leads and show them the value of the independent agency system. CRQ allows you to provide potential clients multiple quotes, increasing your chances to convert new clients into long-term renewal customers.

CRQ provides:

Flexible user experience: Meet your clients where they are: CRQ works in any browser on mobile phones and tablets, including iOS and Android.

Agency branding: Get your CRQ portal up, running, and customized in minutes. Simply upload your logo, define your coverage options, and create email notifications.

Agent notifications: Accelerate the follow-up and sales process by setting up instant alerts to your agency when a prospect has completed a short interview on your site.

Seamless integration: Eliminate redundant data entry for your staff with full PL Rating integration. CRQ seamlessly transfers all the data entered by prospects in your portal directly into your PL Rating client database.



"Consumer Rate Quotes is the coolest thing I've seen. Consumers can go to my website and get multiple real-time quotes — not just enter a form and wait for a callback — on a no-obligation basis. I get notified on activity immediately so I can follow up with those prospects."

Jim Wright, Owner,
Wright Insurance Agency, Inc.

Visit for more info

or call 800.444.4813