

Your partners for success ...

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Jewelers Mutual[®] INSURANCE COMPANY — SINCE 1913 —

An idea to get excited about

Hi! We're Derek and Kurt from MAC Insurance, and Krista from the North American jewellery industry's leading insurance underwriter, Jewelers Mutual Insurance Company.

We know it's hard to get excited about insurance for your jewellery business. After all, it's ... well ... *insurance*.

But what if your insurance providers not only offered protection against a broad variety of risks, but also cared about the prosperity of your business and offered tools to help you succeed? Now there's a bright idea!

That's what we do. And we want you to know about a **unique program that has a proven track record of helping jewellers enhance their customers' loyalty and increase their revenue.**

The program is called **Jeweler's Cut[®]** and getting started will be easier than you might think. See inside to learn more ... or just reach out to us using the contact information on the inside flap of this brochure!

Coverage underwritten by Jewelers Mutual Insurance Company, Neenah, Wisconsin. Coverage is subject to underwriting review and approval, and to policy terms and conditions.

Note: Any coverage descriptions are a brief summary of coverage and are not part of any of the described insurance policies, nor a substitute for the actual policy language.

Not all coverage is available in all provinces/states in Canada and the U.S.

You need insurance ... and should get it from us

Whether you're currently without insurance or you're insured with another company, there are many great reasons to work with Derek and Kurt at MAC to protect your business with coverage from Jewelers Mutual Insurance Company.

Which scenario applies to you?

◆ **"My business is self-insured."**

We have seen far too many "self-insured" jewellery businesses crippled in the wake of a large loss. They lacked sufficient available funds to replace either jewellery stock or business assets quickly and, without insurance, had no loss-of-income coverage. We don't want to see that happen to you. That's why we offer not only affordable insurance coverages but also services that bring additional value to your business.

◆ **"My business is insured with another company."**

Jewelers Mutual insures more jewellery businesses in North America than any other company, using top-notch brokers like Derek and Kurt at MAC. Because we specialize in serving the jewellery industry, we are uniquely qualified to protect your jewellery stock and business assets, and to safeguard you against business liabilities.

Whatever your circumstances, **you deserve quality options, coverage, and service.** MAC and Jewelers Mutual are worth considering!

Jeweler's Cut[®] enhances your customer relations and revenue

Enrolling in Jeweler's Cut is simple. We can get you set up in a matter of minutes.

Participating is also a snap: You simply mention to your customers, right at the point of sale, the option to protect their purchases with personal jewellery insurance from Jewelers Mutual.

As part of the program, Jewelers Mutual furnishes your store with an **Apple iPad[®]** to provide your customers a quick and easy way to get a quote.

Jewelers Mutual pays you \$10 for every qualifying quote request received from your store's customers. You get paid regardless of whether your customer ultimately decides to purchase insurance from us.

When your customer insures with Jewelers Mutual and has a claim, instead of cutting a check to that individual **we send the customer back to you** for repair or replacement of the item. You get to be the hero!

Plus, when you satisfy your customer's claim, **Jewelers Mutual pays you not only your costs but also an increased profit margin.**

Last year alone, **Jewelers Mutual paid more than \$35 million to jewellers** to service jewellery-buying customers' claims.

We care about your jewellery business

Our businesses hinge on the vitality of the jewellery industry. We're here to help you!

About MAC Insurance ...

MAC is a full-service insurance brokerage and registry agency. We are based in St. Albert and Edmonton, Alberta, and we are also licensed to operate in Saskatchewan and British Columbia. We are open for your convenience for extended hours and six days a week. Visit us at www.macinsuranceandregistry.ca

MAC's mission is to redefine the industries in which we participate, and to demonstrate our understanding that excellent service, price, and ease of doing business with us are all important. MAC is proud to represent Jewelers Mutual and has specialized in serving jewellers for almost a decade. As a second-generation brokerage, we are prepared to provide the best insurance products and valuable business advice.

About Jewelers Mutual Insurance Company ...

Founded by jewellers in 1913, Jewelers Mutual has grown into the leading insurer of the jewellery industry in North America. Our sole underwriting focus is the protection of jewellery businesses and individuals' jewellery possessions.

We provide loss-prevention education via our JM University online portal and invest in the organizations committed to promoting the well-being of the jewellery industry in Canada and the United States.