



Stephen A. Harris, CPCU

A MESSAGE FROM THE PRESIDENT

Dear Agency Partners,

April 20, 2018

It is with genuine excitement that I announce **Sterling will be launching an entirely new company; Sterling Insurance Cooperative, Inc. (Sterling Cooperative)**. Our projected launch date is 1/1/19. Sterling Cooperative will, among other things, provide a market for the types of business historically written by New York Mutual Underwriters (NYMU). We are convinced that we can provide a far more attractive market for your customers than NYMU for a variety of reasons, including:

- Vastly improved automated systems which will allow you to manage policies for both Sterling Insurance Company and Sterling Cooperative at the same familiar website you are already accustomed to. This will allow for seamless integration and a one stop shop for all lines and tiers of business written by the Sterling Insurance Group.
- Superior service provided by the same outstanding group of underwriters, claims adjusters and billing specialists that you have become accustomed to working with at Sterling.
- Sterling Cooperative's commission structure will be superior to NYMU's.
- Superior coverage in many instances as we update older forms being utilized by NYMU.
- Lower rates for insureds afforded by a much improved expense structure.
- Sterling Cooperative has been assigned an AM Best rating of A.

Under the circumstances, we intend to withdraw from the Joint Underwriting Association known as NYMU, also with a projected effective date of 1/1/19. At that time, NYMU is expected to cease writing new business and will transition into a "run-off" operation providing necessary services only, such as collecting premiums on existing policies and handling claims.

We will provide you the opportunity to move your NYMU business to Sterling Cooperative very seamlessly; no new applications, no new inspections and all existing customers will be accepted with no underwriting review. It will be a streamlined process with little effort on your part, and as stated, your commissions will increase and your customer's premiums will decrease.

We are absolutely convinced this will be an extremely positive development resulting in a much improved experience for you and your customers, and that is the driving force behind our strategic decision. We will continue to communicate more specifics in the months ahead. In the interim, please feel free to give me a call personally (800-462-4661, ext 105) at any time, or as always, feel free to reach out to your Marketing Representative with any questions.

Stephen A. Harris, CPCU
President and CEO



Sterling Insurance Group

Sterling Insurance Company

Sterling Insurance Cooperative, Inc.

Sterling Marketing Service, Inc.

Organized 1895

Organized 1883

Organized 1993