

## Tag: Debunking Myths and Unveiling the Truth

Year-to-date, Gore Mutual has experienced a 30% uptick in vehicle theft compared to last year, with commercial vehicle thefts soaring by an alarming 181%.

With such a pervasive threat to your clients, innovative solutions are crucial to safeguard their prized possessions, financial security, and business profitability. Enter **Tag**, a cutting-edge technology designed to protect your vehicle without compromising safety, warranties, or peace of mind.

### Myth vs. Reality: Unraveling the Truth About Tag

#### Myth 1: Installing Tag Voids Warranties or Lease Agreements

- **Reality:** Fear not! [According to Tag](#), installing Tag won't void warranties or invalidate lease agreements.

#### Myth 2: There is no Incentive to add Tag to Your Client's Policies

- **Reality:** Tag's theft mitigation solution not only safeguards your clients' vehicles but also transforms your brokerage experience. Here's how:
  - Time Savings: By proactively mitigating thefts, Tag frees up your valuable time. Say goodbye to intricate and time-consuming theft claims processes. Instead, redirect this saved time towards expanding your business and nurturing stronger client relationships.
  - Risk Profile Stability: Preventing vehicle theft minimizes the likelihood of mid-term policy adjustments. Clients affected by alterations to their risk profiles due to theft won't disrupt your business flow. Tag keeps your clients' risk profiles stable.

#### Myth 3: Tag Does Not Prevent Vehicle Theft

- **Reality:** Tag remains the industry gold standard for vehicle theft prevention. As the industry evolves, we're observing a shift in thieves' behavior toward choosing the path of least resistance. Data suggests that thieves are now bypassing cars with Tag windshield etchings in favor of those without them.

#### Myth 4: Tag Installation Is Complicated and Unsafe

- **Reality:** Installing Tag is straightforward and safe. No appointments are needed, and there is no damage to your vehicle. The entire process takes less than 30 minutes.

#### Myth 5: Tag Monitors Driving Behavior

- **Reality:** Tag doesn't "listen in" on drivers. Tag's wireless devices discreetly secure your vehicle, while logo etching deters thieves. Tag only activates if a vehicle is reported stolen, acting as a beacon for law enforcement.

#### Myth 6: Tag Is Cost-Prohibitive for Your Clients

- **Reality:** Clients enjoy cost savings: subsidies, waived surcharges, and financial protection against theft consequences. In fact, **over a 5-year Tag subscription, your clients can save up to \$2,500 per vehicle, all for an upfront cost of approximately \$300.**

Tag isn't just a technology; it's a promise. A promise to protect what matters most. So, debunk the myths, embrace the truth, and let Tag keep your client's wheels safe.