EVERQUOTE

NEWS RELEASE

# EverQuote Adds Home and Life Insurance to Its Industry Leading Insurance Marketplace

2017-08-14

CAMBRIDGE, Mass. , Aug. 14, 2017 /PRNewswire/ -- EverQuote Inc., the largest online insurance marketplace, today announced the additions of home and life insurance to its consumer experience and direct agent platform, EverQuote Pro (PRO). EverQuote's technology helps consumers save time and money on insurance by matching them with the agents and carriers best suited to their specific underwriting needs. Carriers and agents, in turn, have access to an efficient source of new business opportunities to more effectively meet their growth and business goals.

Every month, more than 1.5 million consumers use EverQuote to shop for auto, home and life insurance, connecting with matched PRO carriers and agents in real-time. In 2016, the company began its expansion to home and life insurance with early support for direct carriers and online referrals. In 2017, the two new offerings have more than tripled in consumer demand and, this month, gained additional access to over 7,000 agents through the PRO platform.

"EverQuote's data and technology have created an experience for auto insurance consumers and agents that is unmatched across the industry," said EverQuote CEO Seth Birnbaum. "We're excited to not only see that success replicated in home and life insurance, but also to drastically improve upon the process for both parties through data-driven and data-proven solutions."

Additional features added to the PRO platform include a new "Smart Campaigns" capability that simplifies campaign management for agents across underwriting profiles and geographic footprints to achieve desired consumer referral volumes without ongoing manual optimizations. EverQuote has also added an enhanced onboarding and agency validation process to not only improve the quality of agents who use PRO but also ensure consumers receive inquiries more closely aligned with their insurance needs from the country's best agents.

For more information, visit **https://www.everquote.com/pro/**.

## About EverQuote

Founded in 2011, EverQuote, Inc. operates the leading online insurance marketplace in the U.S. and is one of the fastest growing companies in Boston history. The company's data & technology platform unites drivers with agents and carriers to deliver great rates and coverage while maximizing policies sold for auto insurance providers. EverQuote was founded with the vision of applying a scientific, data-driven approach to help consumers find the best price and coverage for their individual insurance needs. For more information, visit EverQuote.com and follow on Twitter @EverQuoteInsure.

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