

Protexure Accountants launches new Web 2.0 home page design

Enhancement will better facilitate the needs of small accounting firms seeking professional liability insurance

LISLE, IL- July 5, 2011 - A new Web 2.0 home page design was released today on the Protexure Accountants website: www.protexure.com by AmerInst Professional Services Ltd. The dramatically redesigned site streamlines the navigation process for accountants seeking professional liability insurance and provides quicker access to indications and quote information.

Understanding the needs of busy accountants is the focus of the new design. There is one clear call to action on the new page, thus allowing for an almost instant indication. By using current technology at its best, Protexure Accountants is able to offer lower premiums to small accounting firms by eliminating many of the clunky manual steps that most professional liability insurance companies still employ. This approach gives in-house staff a chance to focus more on other business issues, knowing that they still have access to a human touch whenever needed.

“After months of research and listening to the needs of our customers, we are excited to launch the redesign of our home page. The updated look gives accountants a more Web 2.0 experience than they find on most professional liability insurance websites today. We’ve also streamlined our online process to make it easier to use and to allow for greater cost savings to our insureds,” said Pat Cosulich, CIO of AmerInst Professional Services, Ltd.

Policyholders can still experience electronic signature processing, pay premiums online and receive email verification -- on their terms, whether they are in their office, traveling or in the privacy of their homes. Obtaining comprehensive coverage online is easy, fast, secure and paperless.