



LOCAL INSURANCE AGENCY OFFERS CONSUMERS A TRUSTED CHOICESM ALTERNATIVE

CITY OF FAIRFAX, VA, October 2002—Lambert, Riddle, Schimmel & Caldwell (LRS&C), a respected insurance firm in Northern Virginia, has joined Trusted Choice, a national program designed to deliver choice, advocacy, and customization to insurance consumers.

To qualify for Trusted Choice, LRS&C has committed to a Pledge of Performance that promises its customers quality service, competitive pricing, a broad choice of products, and unparalleled advocacy.

Research indicates that the insurance-buying process intimidates consumers and they want an agent who will guide, educate, and advocate for them. The majority of consumers still want to *buy* their insurance in person.

“Buying insurance doesn’t have to be complex or confusing,” says LRS&C partner Jim Riddle. “We’ve been successful at this for 85 years by focusing on simplifying the insurance-buying process while providing the coverages to protect your family or business.” Further, LRS&C offers a choice of products and companies, customized to meet specific needs and also provides unmatched support during the claims process.

Lambert, Riddle, Schimmel & Caldwell serves the insurance needs of thousands of individuals and families, and the global insurance needs of businesses in the Washington, DC metropolitan area. “The Trusted Choice logo tells consumers this insurance agency is a *trusted* advisor,” Riddle says, “and we offer a *choice* of products and markets.”

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