



# HAI Group

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# Project Brief

Our goal was to rebrand the HAI Group and create a stronger presence online, by updating the HAI Group website; become more interactive with potential customers; and have their target market become more aware about the HAI Group and what they do using and inbound/outbound marketing strategy. In doing so, we've redesigned the website, created fliers, merchandise, social media accounts, etc.

This will achieve the company's two main objectives:

- Increase policy revenue by 10% annually in the direct space and by 25% through the agent channel
- Create an effective/measurable, ROI-focused digital marketing program

## Target Audience

The target audience we aim to reach is independent insurance agents, brokers, and public housing authorities.



# Creating a Tagline

- **Simple**
- Knowledgeable
- Experienced
- Affordable
- Well-prepared
- Well-informed
- Relevant
- Accessible
- **Reliable**
- **Simple**
- Sensible
- Effective
- Insurance
- Research
- Claims
- **Solutions**
- Training
- Management
- Products
- Services
- Community
- **Support**



Simple Solutions, Reliable Support



Logo



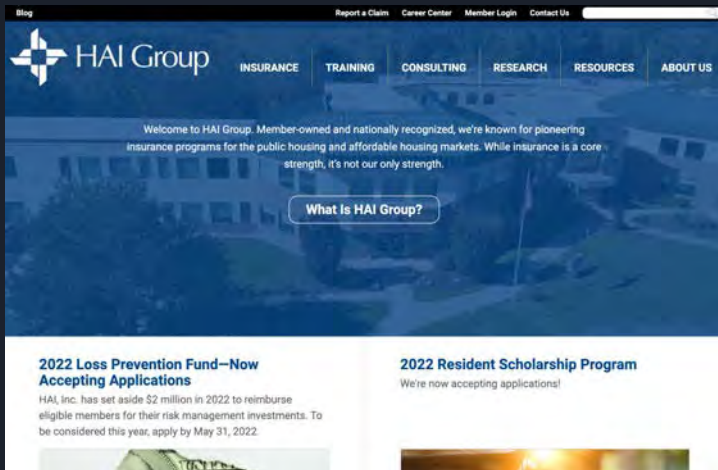
HAI Group



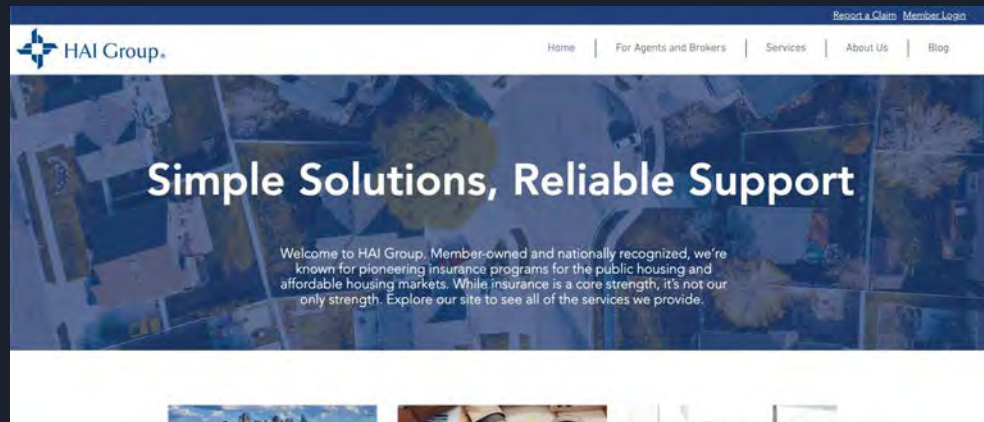
HAI Group®

# Website

## Current Website



## Updated Website



# Simple Solutions, Reliable Support

Welcome to HAI Group. Member-owned and nationally recognized, we're known for pioneering insurance programs for the public housing and affordable housing markets. While insurance is a core strength, it's not our only strength. Explore our site to see all of the services we provide.



## Insurance

We insure **\$70+ billion** in building values across the US with simple, affordable insurance tailored to the most specific needs.

[Learn More](#)


## Research

We conduct research and provide resources that **promote the national conversation** about the importance of affordable housing.

[Learn More](#)


## Training

Get access to relevant, **real-world** training conducted by industry professionals to keep you well-informed and well-prepared for an ever-changing housing market.

[Learn More](#)

## Go on the Offensive Against Cyber Threats

Cyber criminals are ramping up attacks on housing organizations. View our free training and other resources designed to help you protect your systems. (There's plenty you can do to thwart these attacks!)

[View Resources](#)

• • •



## HAI Group

189 Commerce Court  
P.O. Box 189

## Contact Us

# Finally, a Carrier That Really Gets You.

## Why do agents and brokers prefer HAI Group for their affordable housing customers?

Your experience and commitment to your clients sets you apart. So do the products you recommend. If you're looking for coverage for your affordable housing customers, you've come to the right place.

At HAI Group, we've been creating insurance programs for the affordable housing industry for more than 30 years. It's our sole focus, so you can rest assured we understand the unique challenges your customers face—and that our products are tailored to address them.

### Our programs aren't for everyone. That's what makes them so good.

We know housing. Underwritten by Housing Enterprise Insurance Company, Inc. (HEIC), an admitted carrier rated "A" by AM Best, our programs include comprehensive property and casualty coverage designed for for-profit and non-profit providers of affordable housing, mixed-income housing, and tax-credit-financed housing.

We offer 24-hour in-house claims services, specialized risk management consulting, in-depth industry research and support tools, and much more.

### We're trusted nationwide. Our experience sets us apart.

With more than 1,800 customers and \$10 billion in building values insured across the country, HAI Group has the reach and experience to meet your needs. We insure more than 680,000 public and affordable housing units including:

- Affordable and mixed-income housing
- HUD-financed properties
- Low-income senior housing
- Section 8
- Tax credit developments

### Nate Tripler

Senior Business Development  
Consultant, Account Services  
800-673-0342, ext. 210  
[ntripler@housingspecialty.com](mailto:ntripler@housingspecialty.com)

### Matthew Higgins

Business Development Consultant I  
Account Services  
800-673-0342, ext. 225  
[mhiggins@housingspecialty.com](mailto:mhiggins@housingspecialty.com)

## Testimonials



Joe Thorne, Director of IT & Insurance, Cardinal Capital Management Inc.

"Working with HAI gives us confidence that we are receiving a fair deal on premiums, a reasonable rate of increase, and, what might be more important, knowing that your carrier will stick with you after difficult loss years."

• • •

## Our Services

For nearly 30 years, HAI Group has served the public and affordable housing community with ample, sensible insurance coverage – including superior claims handling and risk control services to minimize impact on your operations, and keep properties safer for residents.

Our solutions reliably serve public housing agencies and their affiliated entities, Rental Assistance Demonstration (RAD) conversions, affordable housing developments, and low income housing tax credit (LIHTC) partnerships. We're proud to report that our member retention rate is 95%.

### Commercial Property Coverage

- Enhancement endorsement designed for apartment owners and property managers

### Commercial Liability Coverage

- Option to include Employee Benefits Liability (Claims Made Basis)
- Option to cover Fined and Non-

### Risk Control Services

- Control and reduce accidents, injuries, and property damage
- Develop and maintain successful risk

## Company Descriptions

### Housing Alliance Group, LLC (HAGU)

Housing Alliance Group, LLC (HAGU) engages in the business of assisting public housing authorities and their affiliates by sponsoring and participating in the transformation of their housing portfolio. HAGU is a limited liability company whose sole member is HAI, Inc. and it is incorporated and domiciled in Vermont. HAGU began operation on November 1, 2015 and was re-incorporated in July 2016. Click here for more information.

### Housing Authority Insurance, Inc. (HAI)

HAI sponsors programs for its membership, including insurance and risk management programs, scholarship and membership programs, and charitable activities. HAI advocates and supports legislative and regulatory issues that help to improve the public and affordable housing industry. HAI is a non-profit association incorporated in 1987.

### Housing Authority Property Insurance & Mutual Company (HAPM)

HAPM is a licensed insurer and reinsurer providing commercial property and liability insurance coverage to public housing authorities. Available coverages include property, inland marine, equipment breakdown, auto liability, physical damage, fidelity, crime, liability, and terrorism. HAPM is owned by the members it insures. HAPM is a traditional mutual insurer domiciled and licensed in Vermont. HAPM is licensed in 48 states and the District of Columbia. HAPM began



[Report a Claim](#) [Member Login](#)

[Home](#) | [For Agents and Brokers](#) | [Services](#) | [About Us](#) | [Blog](#)

## What is HAI Group?

We're glad you asked!

HAI Group is a member-owned insurance carrier serving the needs of the public and affordable housing industry exclusively. Watch this video to learn more about what we do at HAI Group.



What is HAI Group?



## About Us

HAI Group is a member-owned organization founded by, and dedicated to serving, the public and affordable housing communities. For 30+ years, we've delivered tailor-made solutions designed to protect assets, improve efficiency, empower employees, and move housing strategies forward. Insurance is our foundation.


More than 1,800 public and affordable housing providers currently benefit from HAI Group's reliable insurance – but insurance is just the tip of our portfolio iceberg. We're also proud of our expanding range of insightful research, game-changing advocacy, helpful capital, and thorough, accessible online training. Our dedication to the industry has made us a lightning rod for housing professionals wanting to learn more, offer more, and achieve more.

[Vision Statement](#)

[Mission Statement](#)


[Our Reach](#)

# Website Blog



Home | For Agents and Brokers | Services | About Us | Blog

All Posts




Risk Management


## Share These Multifamily Fire Safety Tips With Staff and Residents

Apr 20, 2022 1:45:00 AM

Fire safety is a collective effort between property management, maintenance staff, and residents. Share these key multifamily fire safety tips with staff and residents to help prevent dangerous and destructive fires.

 Andrew Ragali

Read More




AHAB


## 4 Ways Your Housing Organization Can Benefit From Accreditation

Apr 20, 2022 12:15:00 AM

Affordable housing providers are a busy group. Every day, you juggle multiple competing priorities with limited time and resources, with scant room for projects that don't advance your organization's mission. If you've ever wondered whether accreditation is worth your time, here are four benefits of pursuing the designation through the Affordable Housing Accreditation Board (AHAB).

 Jeffrey D. Weslow

Read More



Cybersecurity, Risk Management

## Bolster Your Housing Organization's Cybersecurity With Data Backups

Apr 20, 2022 12:15:00 AM



# Digital Marketing

# Facebook Page

The screenshot displays the Facebook profile of the HAI Group. The page header includes the Facebook logo, a search bar, and navigation links for Home, Find Friends, and a group of icons for community features. The profile picture is a blue square with a white geometric logo, and the name 'HAI Group' is displayed with a verified badge. The cover photo is an aerial view of a large, modern multi-story apartment complex with the text 'Simple Solutions, Reliable Support' overlaid. The left sidebar contains navigation options: Home (selected), About, Submit a video!, Videos, Likes, YouTube, Photos, Video Channel, and Posts, along with a 'Create a Page' button. The main content area features a 'Status' section with a prompt to 'Write something on this Page...', a 'Your Page' section dated July 22 at 6:31pm with a description of research and resources for affordable housing, and a photo of people in a meeting. The right sidebar includes a 'Public Figure' section, a search bar with 'Training' entered, a notification that 9,656,321 people like the page, an 'Invite friends to like this Page' button, an 'ABOUT' section with a map of the location at 189 Commerce Ct, Cheshire, CT 06410, and a link to the website https://www.housingcenter.com. At the bottom, there are engagement metrics showing 2K likes, 175 shares, and a 'Top Comments' link.

Facebook

Home Find Friends

HAI Group

Simple Solutions, Reliable Support

Liked Message More Sign Up

Status

Write something on this Page...

Your Page

July 22 at 6:31pm · 🌐

We conduct research and provide resources that promote the national conversation about the importance of affordable housing.

Like Comment Share

2K

175 shares

Public Figure

Training

9,656,321 people like this

Invite friends to like this Page

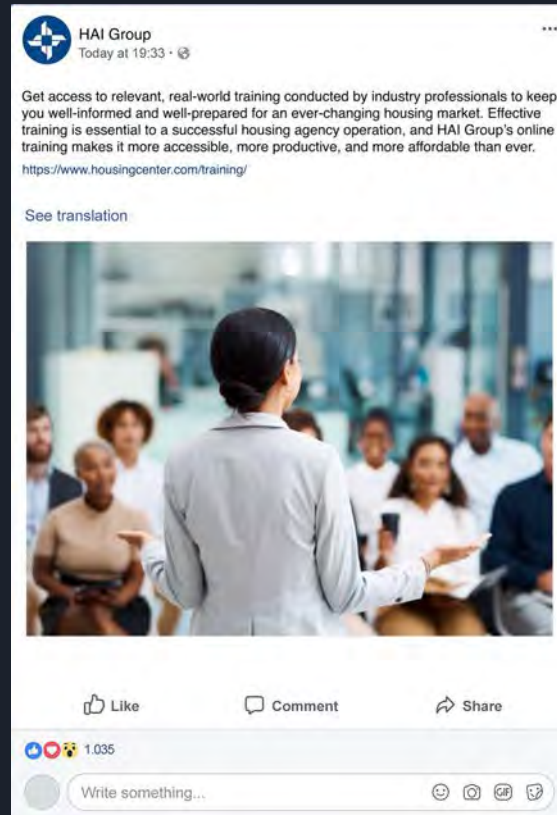
ABOUT

189 Commerce Ct, Cheshire, CT 06410

https://www.housingcenter.com

VIDEOS

# Facebook Ad



# Instagram Page



# Instagram Ad

HAI Group  
Sponsored



20.451 views

haigroup Simple Solutions, Reliable Support.  
Learn more at [www.housingcenter.com](http://www.housingcenter.com)

View all 245 comments

7 DAYS AGO

HAI Group  
Sponsored



20.451 views

haigroup Simple Solutions, Reliable Support.  
Learn more at [www.housingcenter.com](http://www.housingcenter.com)

View all 245 comments

7 DAYS AGO



# Home Advisor

The information you need about public housing and  
affordable housing insurance.

Learn more at [www.housingcenter.com](http://www.housingcenter.com)



Simple Solutions, Reliable Support

Compare pros in your area - free!



ZIP Code

Find Pros Near You

## How It Works



Answer a few questions about your home project.



Within seconds, get matched with top-rated local pros.



Compare quotes and choose the best pro for the job.

## Sheetrock Contractors In Your Area

### NE Drywall Services

4.8 ★★★★★ 166 Verified Reviews

"Very professional and response very quickly. The guy did a good job repairing our drywall and he's done it pretty fast. Happy with the results. Highly recommend!"

5.0 star review from Yenny H.

The information you need about public housing and affordable housing insurance.  
Learn more at [www.housingcenter.com](http://www.housingcenter.com)



Simple Solutions, Reliable Support Remodelers



Are You a Quality Pro?

[Join Our Network >](#)



DESIGN

Your Website Creative  
Banner, Logo, Header, Cover

Order Now



Trip Advisor

Everything you need to know about  
affordable housing insurance.

Learn more at [www.housingcenter.com](http://www.housingcenter.com)



HAI Group

Simple Solutions, Reliable Support

tripadvisor.com/Hotels-g55711-Dallas\_Texas-Hotels.html

Bradley University... Sakai : Gateway : Slack | general | List Of All Barbie... Disney+ | Movies... Paramount Plus... Postings | Handsh...

Check In  
-/-

Check Out  
-/-

Guests  
1 room, 2 adults, 0 children

6. The Beeman Hotel

4.6 miles from Dallas center

Booking.com

\$110

View deal

Expedia.com \$156  
Traveluro \$101  
Priceline \$164  
View all 18 deals from \$101

538 reviews  
#6 Best Value of 319 places to stay in Dallas  
Free Wifi  
Free parking  
Taking safety measures  
Book with Affiliate

7. Hotel ZaZa Dallas Uptown

1.1 miles from Dallas center

Booking.com

\$315

View deal

Expedia.com \$315  
Trip.com \$304  
Travelocity \$315  
View all 19 deals from \$304

1,595 reviews  
#7 Best Value of 319 places to stay in Dallas  
Free Wifi  
Pool  
Taking safety measures  
Book with Affiliate

8. Magnolia Hotel Dallas Downtown

0.1 miles from Dallas center

Expedia

\$209

View deal

Booking.com \$209  
Trip.com \$178  
FindHotel \$217  
View all 19 deals from \$178

3,798 reviews  
#8 Best Value of 319 places to stay in Dallas  
Free Wifi  
Restaurant  
Book with Affiliate

Plus Sign in to see hotel savings with Tripadvisor Plus. Sign in now



# Weather Channel



HAI Group

Simple Solutions, Reliable Support

More than  
affordable housing  
insurance



Learn more at  
[www.housingcenter.com](http://www.housingcenter.com)



## Weather Today Across the Country

TODAY'S FORECAST

APR 27, 2022



Read More

## Recommended



The Dangerous Power of High Winds



Allergies May Come With Heightened Risk of Heart Problems



Surprising Cities Tornadoes Have Hit



Flash Flood Safety Tips

See More

## Photos



Simple Solutions. Reliable Support

More than affordable housing insurance



Learn more at [www.housingcenter.com](http://www.housingcenter.com)

SEPHORA

**10% OFF**  
**ALL BEAUTY**  
Use code: THRILL

SHOP NOW



# Small Business Expo







Small Business Expo Presents

# AMERICA'S BIGGEST

## BUSINESS NETWORKING & EDUCATIONAL EVENT

FOR BUSINESS OWNERS, START-UPS & ENTREPRENEURS

[EXHIBIT >](#) [ATTEND >](#)

## TOUR SCHEDULE

NETWORK WITH SMALL BUSINESS OWNERS ACROSS




**Small Business Expo is America's Largest Business to Business Trade Show, Conference, Educational & Networking Event for Small Business Owners, Entrepreneurs & Start-Ups.**


Hosted in major US Cities across the Country, passionate Small Business Owners attend Small Business Expo to learn from industry Experts, meet with best-in-class vendors and suppliers to help them grow their business and network to build important new business relationships.

Small Business Expo is the most anticipated Event of the year to take strategic action to immediately improve and grow your Small Business. If you are serious about starting or growing your business, Small Business Expo is a must-attend event for you.

[Register To Attend For Free](#)
[Exhibit](#)



# TOUR SCHEDULE

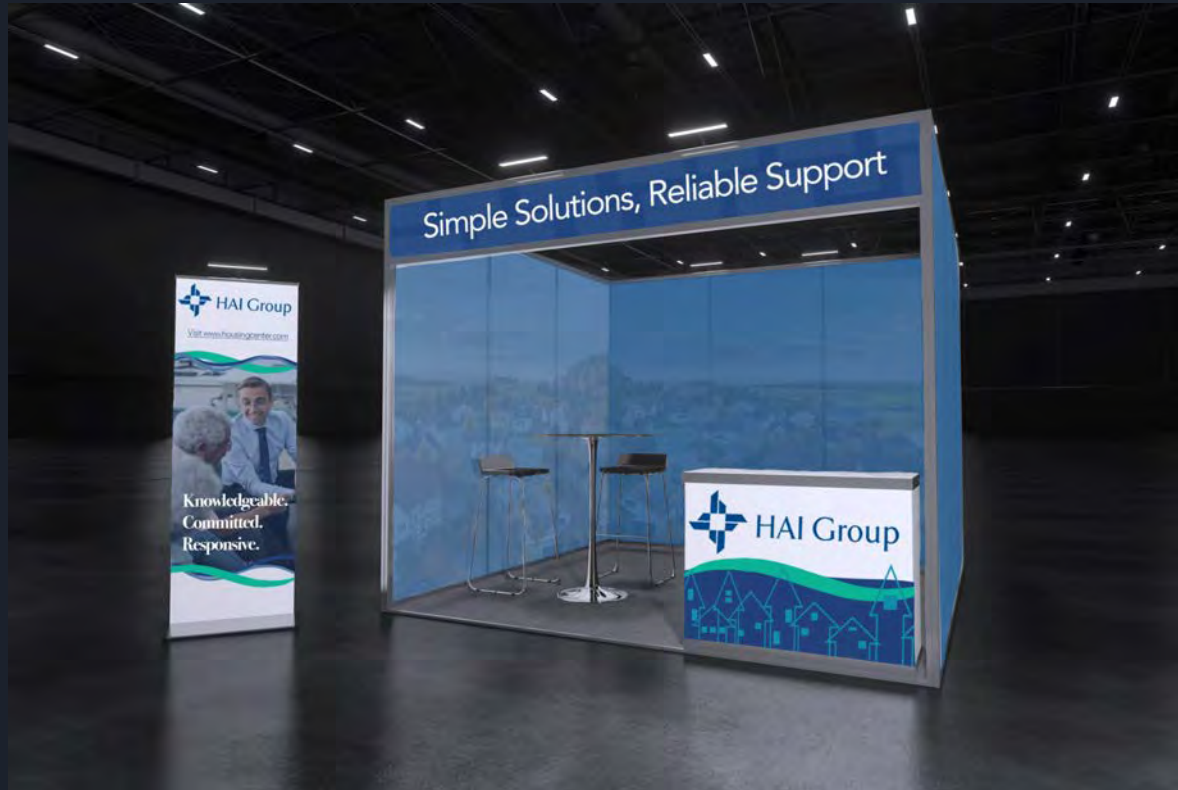


## NETWORK WITH SMALL BUSINESS OWNERS ACROSS THE COUNTRY!

### LIVE SHOWS

<b>ATLANTA</b> Sheraton Atlanta Hotel (Downtown) December 1, 2022 <a href="#">REGISTER</a>	<b>BOSTON</b> THE WESTIN BOSTON SEAPORT DISTRICT, Galleria Hall April 21, 2022 <a href="#">REGISTER</a>
<b>CHARLOTTE</b> Charlotte Convention Center, Hall C2 April 6, 2022 <a href="#">REGISTER</a>	<b>CHICAGO</b> Isadore and Sadie Dorin Forum (UIC Forum) May 19, 2022 <a href="#">REGISTER</a>
<b>DALLAS</b> Dallas Market Hall, North Hall October 27, 2022 <a href="#">REGISTER</a>	<b>DENVER</b> Crowne Plaza Denver Airport Convention Center, Salon-AE August 25, 2022 <a href="#">REGISTER</a>
<b>HOUSTON</b> BAYOU EVENT CENTER, Grand Ballroom November 15, 2022 <a href="#">REGISTER</a>	<b>LAS VEGAS</b> Plaza Hotel & Casino September 22, 2022 <a href="#">REGISTER</a>

# Trade Show Booth



## Our Mission

HAI Group is a member owned organization relentlessly committed to providing reliable insurance solutions, products, and services to the affordable housing community in a manner which exceeds expectations.

## More Than Insurance

Several public and affordable housing providers currently benefit from HAI Group's reliable insurance – but insurance is just the beginning. We're also proud of our expanding range of insightful research, game-changing advocacy, helpful capital, and thorough, accessible online training. Our dedication to the industry has made us a beacon for housing professionals wanting to learn more, offer more, and achieve more.



## Our Experience

We have over 1,800 customers and over \$70 billion in building values insured across the country. So, you can trust HAI Group to have the reach and experience you need.

We insure more than 680,000 public and affordable housing units.



## What we insure

- ✓ Affordable and mixed-income housing
- ✓ HUD-financed properties
- ✓ Low-income senior housing
- ✓ Section 8
- ✓ Tax credit developments



## Testimonials:

"HAI has quickly become a valued partner in providing cost-effective solutions to my affordable housing clients."

— Ryan Hoffman, CPCU, ARM, Advisor, Davison Insurance, a Marsh & McLennan Agency

"HAI makes doing business easy. While many companies treat customers like 'just another number,' HAI makes it clear to us and to our clients that our insureds' well-being is truly a priority."

— Brittany Swenton, Commercial Customer Service Representative, Robertson Ryan & Associates

"Working with HAI gives us confidence that we are receiving a fair deal on premiums, a reasonable rate of increase, and, what might be more important, knowing that your carrier will stick with you after difficult loss years."

— Joe Thomas, Director of IT & Insurance, Cardinal Capital Management Inc.



## Insurance



We insure buildings across the US with simple, affordable insurance tailored to the most specific needs.



## Research



We conduct research and provide resources that promote the national conversation about the importance of affordable housing.



## Training



Get access to relevant, real-world training conducted by industry professionals to keep you well-informed and well-prepared for an ever-changing housing market.

[www.housingcenter.com](http://www.housingcenter.com)





# Pens





# Stickers





Simple Solutions, Reliable Support

HAI Group

Thank you [name] for taking  
the time to talk to us!

We appreciated you coming and learning more about HAI Group at the Small Business expo. We also enjoyed learning more about you, so we can give you and your clients the best coverage.

Here are some possible next steps to get the most out of our company for you and your clients:

#### Insurance

HAI Group wants the best for you and you clients. We would love to work with you to satisfy your clients needs. [Download our Agents and Brokers kit](#) to learn more. Or call our development team at 800-873-0242, ext. 210.

#### Training

Want to learn more about housing agency operations? HAI Group's online training makes it more accessible, more productive, and more affordable than ever.

#### Explore our Website

Not sure what to do yet? Feel free to go to [housingcenter.com](http://housingcenter.com) to truly discover all of our valuable resources.

#### Contact Us

If you have any other questions feel free to contact us. we would love to talk with you again!

Call: 800-873-0242, ext. 291 or Email: [memberservices@housingcenter.com](mailto:memberservices@housingcenter.com)

Thank you for your time!

HAI Group

[click here to no longer receive emails](#)

Follow-up Email





# Budgeting

# Budget

Graphic Design Work	\$40 per hour - 80 hours	\$3,200
Website	Website update	~\$17,000( <i>Website Redesign</i> , 2022)
Facebook Ad	CPC - \$0.55 (McCormick, 2022)	~\$1,200 /month (Nedelko, 2021)
Instagram Ad	CPC - \$0.70 (DeFazio, 2022)	~\$1,400 /month(Nedelko, 2021)
Google Display Ads (3)	CPC - \$0.79 (Maake, 2022)	~ \$2,000 /month (Savaria, 2020)
Small Business Expo	\$100 per square foot - 8x8 rental space	\$6,400 (E&E, 2021)
Brochures (500)	250 Brochures - \$140.87 + \$12.49 shipping x 2	\$306.72 ( <i>Brochures</i> , 2022)
Pens	2,500 Pens - \$2,675 + \$16.95 shipping	\$2,691.95 (Pens.com, 2022)
Stickers	1,000 Stickers	\$233.60 (MakeStickers, 2022)
Emails	~\$400 per month	~\$400 /month (Craig, 2022)
<b>TOTAL</b>		<b>\$34,760.27</b>



## Conclusion

Campaign has long-term benefits in mind with several elements of campaign connecting. Integrates multiple marketing strategies including direct marketing, online/social media marketing, personal selling, and sales promotion.

Gives potential clients multiple touchpoints to improve their awareness of company and likelihood to find out more.

Website would be professional and easy to use, allowing for more engagement.

The small business expo and emails will allow more personalized message, which makes customers more likely to use HAI Group.

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