

THE POWER OF CHOICE

Quickly and easily compare and save on auto and home insurance from a brand you trust



What's Farmers Insurance Choice?

Farmers Insurance Choice is a multi-carrier digital platform that makes comparing competing auto and home products easy.

Smart digital solution



Farmers Insurance Choice is a **digital insurance solution** that gives you direct access to competitive auto and home insurance.

Power of choice



With just a few clicks using Farmers Insurance Choice, or a single call to our call center, we can provide you with **multiple insurance options**, so you can choose among the available products at great prices.

Simple process



Farmers Insurance Choice's **one-stop approach** – one software application, one number to call – makes choosing auto and home coverage from Farmers GroupSelectSM and other providers highly-rated* by **A.M. Best Company** quick and easy.

We deliver convenience with the one-stop shopping experience of Farmers Insurance Choice

One source for quotes

One consumer quoting experience – provides multiple quotes from multiple carriers

Multiple well-reputed providers on the platform, including Farmers GroupSelectSM

One agent to call

One number to call for an integrated call center experience with highly skilled agents available so prospective customers can choose among the carriers available on the platform and complete their purchases

One seamless experience

Seamless for the consumer who can start on-line and finish with a call

Simple and easy for you





Get access to Farmers Insurance Choice and enjoy the benefits

Farmers Insurance Choice enables you to apply to purchase competitive insurance products at competitive prices all in one place, saving you time and money to get the insurance you need to cover the property most valuable to you.

Benefits with Farmers Insurance Choice:



Power to choose with multiple auto and home insurance options from Farmers GroupSelectSM and other highly-rated* providers all in one place, in just minutes



Special savings and coverage options along with convenient payment options when you choose Farmers GroupSelect. Save even more when you bundle policies together from one carrier



A one-stop approach for you to shop for auto and home insurance instead of having to go through multiple carriers and agents



Special savings and coverage options along with convenient payment options when you choose Farmers GroupSelect. Save even more when you bundle policies together from one carrier

It's fast and easy as 1-2-3. Start saving and get started today. Call (866) 586-6048.

*Ratings are A.M. Best Company's independent opinion of a company's financial strength and ability to meet its ongoing insurance policy and contract obligations. It is based on a comprehensive quantitative and qualitative evaluation of balance sheet strength, operating performance, and business profile. There are 7 rating categories.

Farmers Insurance Choice is used by Farmers General Insurance Agency, Inc. (the "Agency") and other independent agencies and captive agents to provide consumers a broad choice of insurance providers. Coverage may be underwritten by carriers unaffiliated with Farmers GroupSelect through the Agency: CA License #0D25399.

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