



Welcome to Fortegra's inaugural Credit Newsletter, a quarterly newsletter where we will provide you with information and insights on the Credit industry, as well as company updates and offerings. We hope you'll find it beneficial.

Gen Z and the Future of Their Insurance



There are approximately [68.2 million members of "Gen Z"](#) in the United States. Of these, about half are old enough to be thinking about insurance. However, [studies](#) show that Gen Z is also the least likely to purchase any form of insurance. In addition:

- 60% of this group are extremely price-conscious and don't want to pay "full price" for anything
- Gen Z witnessed the Great Recession and 93% were more likely to be laid off during the pandemic than their older counterparts
- This generation prefers a lot of information up front, instant results, and digital-first engagement
- Gen Z aligns themselves with companies that have a strong ethos
- This population group is the most racially, ethnically, and sexually diverse generation in history and the biggest champions of diversity within the brands they support

We see these statistics as an opportunity to:

- Create value-added insurance products tailored for an age group that gravitates toward personalization and perceived savings
- Educate members of Gen Z on Involuntary Unemployment Insurance and how to protect themselves for the future
- Target Gen Z with descriptive product information, instant quoting capabilities, and transparent pricing in a compelling, digital format that integrates with the online platforms they utilize the most
- Create programs that better align with Gen Z's values

Ultimately, brands that engage with Gen Z early on in their insurance journey, and that offer diversity within their products and messaging, will have higher attachment rates.

Filling the GAP



Vehicle costs soared in 2021 and [Business Insider](#) predicts that they will continue to increase in 2022.

As prices remain high, it's more important than ever to protect your customers' assets and financial security through GAP programs. Many consumers don't realize the importance of this product and how it can augment their current protection solutions.

To learn more about our GAP programs and how it can help you and your customers, visit: <https://www.fortegra.com/business-inquiries>

See you in California?



We will be attending the AFSA Independents Conference & Expo in California from May 2nd-5th. We would love to sit down and chat with you! To schedule a meeting with someone on our team, please contact Mike Ferris at 904.638.7502 or mferris@fortegra.com.