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**Press Release**

**Acuity and Vertafore Earn Implementation Excellence Award from ACORD**

Acuity and Vertafore® were recognized with an ACORD Implementation Excellence Award at ACORD Connect 2024. ACORD is a nonprofit organization recognized as the global standard-setting body for the insurance and related financial service industries.

ACORD presents Implementation Excellence Awards to organizations that have made significant impacts in implementing ACORD standards over the past year, improving business processes internally and in conjunction with independent agents. Acuity was recognized as the first insurer in the industry to partner with Vertafore to bring a real-time bind capability within PL Rating™, Vertafore’s personal lines rating solution. This capability empowers independent agents to bind and fully issue policies directly, close business faster, and deliver an improved customer experience.

“Acuity understands that for independent agents to operate efficiently and deliver the best customer service in a highly competitive market, they need seamless connections with their insurance carrier partners. Acuity is committed to building those connections using ACORD standards and being the easiest company for agents to do business with,” said **Melissa Winter,** Acuity President.

“The bind capabilities in PL Rating further strengthen the connection between carries and agencies, making it faster and simpler for them to place risks, grow their businesses, and serve the needs of their personal lines clients,” said **Gordon Kendall**, Senior Director of Product Management at Vertafore. “We appreciate Acuity’s partnership in developing this industry-first capability and their commitment to ACORD standards that further insurance distribution.”

**About Acuity**

Acuity Insurance is a leading provider of insurance solutions, delivering exceptional coverage and customer service to individuals and businesses in 32 states. With over $3 billion in annual written premium, the insurer manages assets exceeding $7 billion and is rated A+ by AM Best and S&P. Headquartered in Sheboygan, Wisconsin, Acuity employs over 1,700 people.

**About Vertafore**

As North America’s InsurTech leader for 55 years, Vertafore is modernizing and simplifying the insurance life cycle so that our customers can focus on what matters most. Vertafore’s solutions provide end-to-end connectivity across the distribution channel, improve the client and agent experience, unlock the power of data, and streamline essential workflows to drive efficiency, productivity, and profitability for independent agencies, MGAs, and carriers.