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Portfolio

Diamond Award Winner

Service Contract Reinsurance

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Portfolio Again Earns Top Diamond Ranking in Annual Dealers' Choice Awards

• *Dealers vote the company its 6th top award*

(Lake Forest, CA, May 23, 2016) Portfolio, the nation's leading reinsurance program managers for automotive dealers, has been voted for the third consecutive year as the top Diamond provider of Reinsurance in the annual **Dealers' Choice Awards** national survey sponsored by **Auto Dealer Today** magazine.

This is the sixth Diamond Award for Portfolio, matching its achievement from 2008-2010 and 2014-15. Portfolio has never been ranked less than Platinum.

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"I also know that without our account executives and reinsurance specialists engaging the dealer face-to-face regularly, we would never be worthy of this top ranking in the Dealers' Choice Awards."

- David Ibarra
Managing Director, Portfolio

"We are greatly honored that our dealers have given us this top Diamond award for the third year running," said Brent Griggs, President and CEO. "Their highest satisfaction with our reinsurance programs is what we work for every day."

Steve Burke, Founder and Chief Executive of Sales, added, "I want to again thank all of our dealers for this vote of confidence in Portfolio. We strive for ongoing excellence and that effort is validated by our top ranking in this category. I also want to emphasize we recognize that the award was earned from the combined efforts of our Agents, Managing Directors, Reinsurance Specialists and our home office team."

David Ibarra, Managing Director for Portfolio, summed up. "I know how much good having a Portfolio reinsurance company has done for our dealers in both growth times and slow times the past 26 years. The personal wealth created has even kept some families in the dealership business for succeeding generations. But I also know that without our local agents, account executives and reinsurance specialists engaging the dealer face-to-face regularly, we would never be worthy of this top ranking in the Dealers' Choice Awards."

The survey was conducted over four weeks during March and April of this year in an audited process where hundreds of dealer principals and other dealership personnel scored their satisfaction with providers in 29 categories of products and services. Survey respondents are asked to cast votes only for providers with which they have firsthand knowledge and experience.

In addition to identifying their primary providers in each category, respondents must rate their providers in four areas: (1) the product or service provided; (2) customer support and service; (3) the overall value for dollars spent; and (4) whether the dealer would recommend the provider. The quality of the votes is weighted more heavily than the quantity in order to level the field for smaller providers.

Portfolio will be recognized as the Top Reinsurance Performer in the July 2016 print issue of *Auto Dealer Today* magazine and online at www.autodealertoday.com. Award winners will be honored at the Industry Summit in Las Vegas at the end of August this year.



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