

## **Windshields.com Gives More Choice To The Insured**

Windshields.com is pleased to announce that it has begun to partner with insurance companies to implement a new tool that will show insureds' deductible versus market pricing. This is a capability that insurance companies have wanted for a long time; however, no company has developed the technology to offer this comparability and display it openly until now. Windshields.com is in discussions and test-mode with numerous insurance carriers to bring this value-added function to their current websites. According to Garry Skidmore, President of Windshields.com, "We do not want to eliminate or replace any call center or TPA relationship currently in place, but rather to add a new functionality that all insurance carriers are missing."

Windshields.com has been developing this new technology for the last year and a half, enhancing the model to make sure that it can accommodate the various requirements that each insurance carrier will want. The time is right to bring this new technology to the marketplace as it will bring all parties involved significant cost savings. Carriers will reduce claims and third party administration fees, while insureds will have the ability to verify if market pricing may be lower than their deductible. This information will be compiled using registered retailers from the Windshields.com database and deductible information from the insurance carrier based on the insured's location. The results can be either presented to the insured through the insurance corporate website or the insured can be redirected to Windshields.com for market price verification.

Insurance companies are very excited about this new technology and the openness of the model for all glass retailers as it eliminates the possibility of steering. Now insureds' can make their own choice of whether they want to proceed with a claim and to whom they will give their business if they choose to search outside the insurance channel.

### **About Windshields.com**

Windshields.com, headquartered in Mercer Island, Washington, is a technology-based integrated solutions provider for the automotive glass repair and replacement industry. The company's success is based on strong marketplace experience, continued investment in applications and development, collaboration with commercial and insurance industry leaders, and a total focus on customer service.

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