

Be Guaranteed to Succeed Campaign

Why surety matters now more than ever.

NASBP PRODUCER COMMUNICATIONS TOOLKIT 2.0

Introduction

2020 was supposed to be a boom year.

Construction was flourishing, and our industry was on its way to another year of significant growth. Then the COVID-19 pandemic hit—a “force majeure” the likes of which we’ve never seen—disrupting our daily life and how we work and interact. While many people are eager to return to familiar business routines that provide a sense of certainty, the pandemic-related challenges facing construction firms and construction projects mean that the road ahead is full of uncertainty and risk.

It's more important than ever to talk about surety.

During this period of uncertainty, owners, lenders, architects, and contractors can be proactive and seize control over known and unknown risks by recommending or requiring performance and payment bonds that guarantee performance and transfer the risks of nonperformance to the surety company. The goal of contract surety bonds remains unchanged—to ensure that construction obligations are fulfilled so projects can be completed. Surety bonds will be an essential part of the nation’s recovery.

Campaign Overview

As producers, we are passionate about surety and are well prepared to advise stakeholders in their surety bond decision-making. We know the value of our products and the benefits of surety relationships in a competitive construction marketplace, as well as one that has been turned upside down. Yet we've all had encounters with owners, lenders, architects, and contractors who have different perceptions of the value of surety—even now. To some, surety bonding is viewed as just one of many risk management or transfer approaches, like subcontractor default insurance (SDI). To others, it's an unnecessary "line-item" cost that adds more process to projects.

This ***Be Guaranteed to Succeed*** Communications Toolkit is designed to help our industry talk about surety in a new and more compelling way. The messages and tools are based on interviews NASBP conducted with stakeholders across the construction industry (owners, lenders, architects, contractors, government officials, surety producers, and others). Through this research, a common theme emerged: ***Framing surety in terms of successful outcomes for projects and personal reputations—and using language that is less technical and more connected to the pride and accomplishment clients feel about their projects—can help shift perceptions of surety bonds from a line-item cost to a business advantage.***

You can adapt and use these messages to talk about surety with owners, lenders, architects, contractors, and other stakeholders. The Toolkit also includes social media content you can promote through your own channels and a resource section with links to additional surety information, presentations, videos, and other specific tools that will help you persuade individuals and build business.

Let's get started!

The surety industry as a whole will benefit from both group and individual efforts to spread the word.

Mike Specht, Vice President of Insurica Southwest Insurance Services, LLC in Phoenix, AZ and Chair of the NASBP Toolkit 2.0 Task Group

Messaging

Introduction:

Owners, lenders, architects, and contractors are looking to make progress on their professional goals and to protect their businesses, workers, and reputations. They share the experience of an industry upended, the uncertainty this brings, and an urgent need to get things up and running again. Their sense of pride and accomplishment in creating something of lasting value that benefits their communities is complemented by their integrity and their desire to “get things right.” They all know the importance of and place emphasis on the strength of their relationships—owner to lender, owner to architect, owner to contractor, and contractor to subcontractor.

Our message to them is simple: ***Surety ensures project—and personal—success.***

Elevator speech:

You need a compelling, succinct way to talk about and pitch the value of surety. The goal is to capture the interest of an owner, lender, architect, and contractor and have each consider surety bond requirements by appealing to what's important to them—their business and their professional success. You can adapt the language below to fit your speaking style.

There's an amazing sense of accomplishment to build something of lasting value for the community. And in addition to the project that's on public display, so is your reputation. Strong relationships, past experiences, and the ability to count on others are part of your success and provide opportunities to grow your business.

However, as this unprecedented global event has upended our economy, impacting countless businesses of all sizes, it has forced us to re-imagine how we work. While businesses adapt and projects move forward, the unexpected will continue to happen, from illnesses to missed deadlines to contract defaults to bankruptcies.

That's where surety comes in. It's the only risk mitigation product that's focused on success instead of failure. A surety bond guarantees performance, signaling the surety's confidence in and commitment to the bonded construction firm.

Surety gives you project assurance and control over your reputation for success.

Talking points:

As you talk with different audiences, it's useful to think about their motivations and their perceptions of surety. The following descriptions of audience mindsets and talking points represent an owner, lender, architect, and contractor. Each is designed to complement the elevator speech above by providing different ways to connect the value of surety with each audience. You can adapt the language to fit your speaking style.

Project Owner Mindset:

Research shows that project owners are fundamentally optimistic and outcome-oriented; they like the lasting nature of their work and its impact on people's lives. But they're also pragmatic, always looking at cost and value. And while most are aware of surety bonds, their knowledge of how bonds work varies. Surety is often viewed as a "line-item cost in a budget" and one of many risk mitigation options available. There is a perception among some owners that surety could hold up a project if something goes wrong, keeping a project from moving forward while things get resolved. Owners who don't regularly undertake construction projects are more likely to seek guidance from their lender or architect on assessing and managing risk, including whether to require surety bonds.

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I like to use surety bonds because, if there's a failure of a sub or general contractor, [the surety] will come in and put the pieces of my project back together.

Owner”

Suggested Talking Points with Owners

- Surety helps you take control over known and unknown risks by requiring performance and payment bonds that transfer risk to the surety company.
- Surety gives you peace of mind by ensuring success of the construction contract and protecting your investment.
- Surety prequalifies contractors with a thorough, professional vetting process. This level of financial scrutiny can reflect favorably on you with lenders. By requiring surety, you're letting lenders know the performance of the construction contract is guaranteed.

Lender Mindset:

Research shows that lenders view their ability to provide loans and finance projects as facilitating the success and vibrancy of their communities. They want to win business and make money. The trust and relationships they develop with borrowers grows out of the vetting they do to undertake financing arrangements. Most view surety bonds as the responsibility of the borrower/owner and assume the borrower/owner is doing similar vetting of contractors and will make the right decision as to whether or not surety bonds are needed. Lenders are also sensitive to the marketplace and how other lenders handle surety bond requirements on financed projects.

“

Bonds speak to the financial strength of the contractor with whom the borrower or developer is working.

Lender

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Suggested Talking Points with Lenders

- Your reputation in the community is vital to your success. By requiring bonds on the projects you finance, you are more likely to have successful projects and enhance your reputation in the community and the marketplace. Surety bonds help guarantee that you will have successful projects.
- Surety protects your financial investments. It ensures construction contracts and, in turn, projects are completed, allowing borrowers to meet their financial obligations to you.
- Trust and strong relationships with borrowers are essential elements to your success. The same time and attention you spend getting to know and assess a borrower are mirrored by the work of a surety—vetting and prequalifying the contractors your borrower uses to construct its project. Surety guarantees performance, so both the contractor and, ultimately, the project will be successful, and the borrower will repay its financing commitment.
- Payment bonds ensure certain subcontractors and suppliers get paid for their work, and, therefore, help deliver a lien-free project.

Architect Mindset:

Architects know their success is tied to the success of a project. A successful project will enhance their reputation and lead to future opportunities for them. Because of this, they want to work with the most qualified contractors to help ensure success. Architects hold a lot of influence with owners, and their relationship with their client owners is a top priority. They are in a position to recommend surety bonds for projects and reinforce the benefits of surety bonds. However, not all architects understand how to explain surety bonding and may not feel comfortable or prepared to advise owners on how bonds help ensure successful projects.

Suggested Talking Points with Architects

- A prudent architect knows that surety bonds provide a more targeted means for completion and/or recovery than the architect's D&O policy (Directors and Officers Liability Insurance) when a frustrated, angry project owner is seeking recourse for an incomplete or defaulted project.
- Surety bond requirements provide you and the owner peace of mind by ensuring a project's success and protecting the owner's investment and reputation.
- You can assure the owner that the surety prequalifies contractors with a thorough vetting process and determines that a contractor is capable of meeting project-specific contract obligations.
- You can assure the owner that surety performance bonds guarantee that the contractor's work is performed according to the contract.
- Surety bonds protect project owners against contractor default and protect certain subcontractors and suppliers against non-payment. Paid subcontractors and suppliers cannot impose liens against the property.



Contractor Mindset:

Research shows that successfully completing a project is a core driver of professional satisfaction. Contractors recognize the critical role each member of their team plays on a project and the ripple effect that can happen if someone doesn't perform. Contractors want to control the decisions that are made on their projects—whether it's selecting subcontractors, creating a safe worksite, or troubleshooting problems when they arise—so they can ensure that any work performed meets their standards and commitments. Surety bonding is viewed as one of many risk mitigation options available. The third-party structure of surety is sometimes viewed as less flexible and more cumbersome, however, than other insurance products like SDI. Some contractors also feel surety gives them less control over outcomes.

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***We're results driven.
Our reputation is built on delivering for folks.***

Contractor

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Suggested Talking Points with Contractors

- Hiring qualified subcontractors/teams is one of the most important and efficient ways to ensure a project contract is completed successfully, especially in the current environment. One of the many benefits of surety bonds is the thorough vetting process and prequalification of subcontractors.
- In a competitive, relationship-driven industry like construction, it's important to have the right team in place to be successful, grow your business, and keep your reputation intact. Surety guarantees success by vetting your team and ensuring your projects get done according to the contract terms.
- Anything can happen on construction projects, including inadvertent subcontractor failure. Make sure your downstream risks are covered with surety bonds to ensure your success.

Social Media



Social media is an effective way to amplify **Be Guaranteed to Succeed** campaign messages among owners, lenders, architects, contractors, and other stakeholders. We have created new social media content that you can post on Facebook, Twitter, LinkedIn, and Instagram.

“I see that my clients are on Facebook, so why wouldn’t I take that opportunity to have another way of putting myself and our company in front of them? I see it as almost free advertising.”



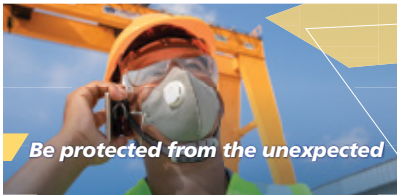
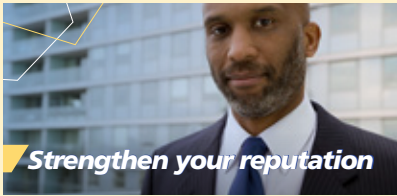
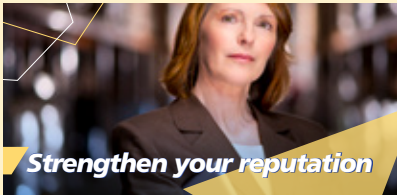


Zach Mendelson, Principal of Bonds, Insurance, Construction of EPIC/Edgewood Partners Insurance Center in Pittsburgh, PA and Chair of the NASBP Industry Relations Committee

Instructions:

We have organized the social content by audience. You will see image options along with suggested post copy. You are free to adjust the language or write your own posts. Follow the links in the below Resource Chart beginning on page 14 to folders where you can download the images sized for each social platform (Facebook, Twitter, LinkedIn, and Instagram). Best practices and tips for social media can be downloaded on page 19 of the Resource Chart. If you have any questions, please contact Kathy Hoffman at Khoffman@nasbp.org.

	HEADLINE COPY	IMAGES (for reference)	POST COPY
	OWNERS		
	Build your future		Surety bonds protect your projects and your business so you can keep building your reputation for success. #BeGuaranteedToSucceed
	Be protected from the unexpected		You can't plan for everything. But with surety, you can make sure your project keeps moving if contract performance issues arise. #BeGuaranteedToSucceed

	HEADLINE COPY	IMAGES (for reference)	POST COPY
	OWNERS		
	<p>Strengthen your reputation</p>	 <p>Strengthen your reputation</p>  <p>Strengthen your reputation</p>	<p>As soon as you start a project, your reputation is on display. Surety guarantees performance to protect your projects and your reputation. #BeGuaranteedToSucceed</p>
	<p>Ensure your success</p>	 <p>Ensure your success</p>  <p>Ensure your success</p>	<p>You want construction projects to go right for you and your community. When there's a performance issue, surety gets them back on track so you and your projects succeed. #BeGuaranteedToSucceed</p> <hr/> <p>Hospital Administrators Post copy: Your community depends on your hospital. Guarantee performance with surety, so your hospital construction project is built to meet your community's needs. #BeGuaranteedToSucceed</p> <hr/> <p>School Superintendents Post copy: Where our students learn impacts their success. Surety ensures the right people are on your school construction team, so everyone succeeds. #BeGuaranteedToSucceed</p>
	<p>Turn plans into progress</p>	 <p>Turn plans into progress</p>  <p>Turn plans into progress</p>	<p>Hospital Administrators Post copy: Hospital construction is an important undertaking. Make sure the right team of people are taking on your project with surety. #BeGuaranteedToSucceed</p> <hr/> <p>School Superintendents Post copy: When you build a school, you want the project to be completed as contracted. With surety, that's a guarantee. #BeGuaranteedToSucceed</p>

	HEADLINE COPY	IMAGES (for reference)	POST COPY
	LENDERS		
	Build your future	 	<p>Surety bonds protect your projects and your business so you can keep building your reputation for success. #BeGuaranteedToSucceed</p>
	Be protected from the unexpected		<p>You can't plan for everything. But with surety, you can make sure your project keeps moving if contract performance issues arise. #BeGuaranteedToSucceed</p>
	Strengthen your reputation	 	<p>Investing in projects is an investment in your community. Require surety to guarantee the performance of the construction contract. #BeGuaranteedToSucceed</p>
	Ensure your success	 	<p>You want construction projects to go right for you and your community. When there's a performance issue, surety gets them back on track so you and your projects succeed. #BeGuaranteedtoSucceed</p>

	HEADLINE COPY	IMAGES (for reference)	POST COPY
	ARCHITECTS		
	<i>Build your future</i>	 	<p>Surety bonds protect your projects and your business so you can keep building your reputation for success. #BeGuaranteedToSucceed</p>
	<i>Be protected from the unexpected</i>		<p>You can't plan for everything. But with surety, you can make sure your project keeps moving if contract performance issues arise. #BeGuaranteedToSucceed</p>
	<i>Ensure your success</i>	 	<p>You want construction projects to go right for you and your community. When there's a performance issue, surety gets them back on track so you and your projects succeed. #BeGuaranteedtoSucceed</p>


	HEADLINE COPY	IMAGES (for reference)	POST COPY
	CONTRACTORS		
	Build your future	 	<p>Every project has risks, but surety handles subcontract default risks so you can get the job done. #BeGuaranteedToSucceed</p>
	Be protected from the unexpected		<p>Unexpected events can derail a project. Right size your subcontract risks with surety so your projects are completed successfully. #BeGuaranteedToSucceed</p>
	Strengthen your reputation	 	<p>As soon as you start a project, your reputation is on display. Surety guarantees subcontract performance to protect your projects and your reputation. #BeGuaranteedToSucceed</p>
	Ensure your success	 	<p>It takes the right team to make a project successful. Surety vets subcontractors for you so you'll know you have the most qualified people on your team. #BeGuaranteedToSucceed</p>







	HEADLINE COPY	IMAGES (for reference)	POST COPY
	GENERAL OUTREACH FOR ALL AUDIENCES		
	<i>Keep Building</i>	 	<p>You've worked hard to build your reputation, your relationships, and your community. Surety guarantees project performance, so you can keep growing what you've built. #BeGuaranteedToSucceed</p>
	<i>Success doesn't just happen</i>	 	<p>A lot of time, planning, and hard work goes in to making a construction project a success. With surety, you guarantee the performance of the project contract. #BeGuaranteedToSucceed</p>
	<i>Turn plans into progress</i>	  	<p>Every project you complete impacts your community and your business. Guarantee your construction performance with surety. #BeGuaranteedToSucceed</p>

Resource Chart


Be Guaranteed to Succeed Resources


The following information, tools, and videos will support your efforts to talk about and promote the value of surety bonds with owners, lenders, architects, contractors, and other important stakeholders.

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RESOURCE	RESOURCE DESCRIPTION
OWNERS	
 NASBP Document: <i>9 Things Savvy Owners Should Know About Surety Bonds</i>	This document lists 9 reasons why surety bonds benefit project owners.
 NASBP Document: <i>Answers to 32 Questions Public and Private Owners Ask About Contract Bonding</i>	This document explains how surety bonds benefit public and private owners in a Q&A format.
  Video: <i>Penn Highlands DuBois Regional Medical Center</i>	This video shows a medical facility administrator describing why surety bonds are crucial safety nets for construction projects undertaken by a large regional medical center, which is on track to become a trauma center. The video conveys how surety bonds offer vital assurances that construction obligations will be completed, ensuring that needed facilities can provide communities with local critical care.
  Video: <i>Be Guaranteed to Succeed: Punahou School</i>	This video highlights the value of surety bonds on expansion projects to owners. This school administrator relates that, if a project were delayed, it would impact all the students. Surety bonds guarantee contract obligations and help ensure school construction projects are completed.


Resource Chart



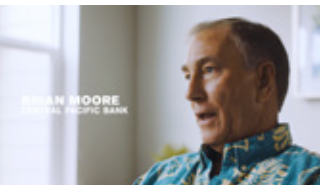


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RESOURCE		RESOURCE DESCRIPTION
OWNERS		
 Social Media Assets: <i>Sized for Facebook, Twitter, LinkedIn, and Instagram</i>		<p>These social media assets, referenced on page 8, promote the value of surety on your social media channels to connect with owners. Consider using the animated ad clip with the following text:</p> <p>A plan is just a plan until you make it happen.</p> <p>Make surety mandatory. Be Guaranteed to Succeed.</p>





Resource Chart *(continued)*

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	RESOURCE	RESOURCE DESCRIPTION
	LENDERS	
	 Slide Show Video: <i>The Benefits of Surety Bonds to Lenders</i>	<p>This slide show conveys how, by requiring bonds on construction projects they finance, lenders are more likely to have successful projects and enhance their reputation in the community and the marketplace. It describes the benefits of surety bonds to lenders.</p>
	 NASBP Pipeline Spotlight: <i>Dual Obligee</i>	<p>This article reinforces the importance of performance and payment bonds and provides talking points for conversations with lenders about dual obligee status.</p>
	 Video: <i>Be Guaranteed to Succeed: Central Pacific Bank</i>	<p>This video shows a lender describing how bonds prequalify contractors for projects to help guarantee that the project is completed.</p>
	 Video: <i>Be Guaranteed to Succeed: First Hawaiian Bank</i>	<p>This video shows a lender explaining how his borrower client initially was reluctant to require a bond for his construction project but was told that the bank would not provide financing without it. Later, when the project's contractor defaulted, the borrower was relieved to know that a bond was in place and the surety completed the project. By the bank requiring the contractor be bonded, it ultimately ensured that project was completed despite a contractor default.</p>
	 Video: <i>Be Guaranteed to Succeed: American Savings Bank</i>	<p>This video speaks to the importance of surety bonding to a growing, thriving community. A lender describes how a bonded contractor demonstrates that it is highly qualified to complete the project, because it has gone through the surety prequalification process to obtain a surety bond.</p>

Resource Chart *(continued)*

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RESOURCE	RESOURCE DESCRIPTION
LENDERS	
 Social Media Assets: <i>Sized for Facebook, Twitter, LinkedIn, and Instagram</i>	These social media assets, referenced on page 8, promote the value of surety on social media channels to connect with lenders. Consider using the animated ad clip with the following text: A plan is just a plan until you make it happen. Make surety mandatory. Be guaranteed to succeed.





Resource Chart *(continued)*

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RESOURCE	RESOURCE DESCRIPTION
ARCHITECTS	
 NASBP Document: <i>Managing Project Risks Through Surety Bonds</i>	<p>This document provides an overview of the importance of surety bonds for architects and their owner clients. It describes how architects want to help ensure their projects are completed successfully, because every successful project enhances the reputation of the owner—and the architect.</p>
 NASBP Document: <i>What Are Surety Bonds?</i>	<p>This document describes how surety bonds on construction contracts provide critical prequalification of a bonded contractor and financial protection for the owner and certain subcontractors and suppliers. Architects who are knowledgeable about bonds are well positioned to advise owners about these premier project risk management tools.</p>
 NASBP Document: <i>What Are Sureties?</i>	<p>This document explains that most surety bonds are written by subsidiaries or divisions of insurance companies, which are regulated by state departments of insurance. Surety companies are authorized and qualified to do business by the state insurance commissioner where they are domiciled and in the jurisdiction where the bond is issued.</p>
 NASBP Document: <i>Who Are Surety Bond Producers?</i>	<p>This document describes how surety bond producers, who are regulated by state departments of insurance, are business professionals who specialize in providing surety bonds to contractors and subcontractors. The bond producer helps position the contractor to qualify for surety credit and plays “matchmaker” between the contractor and the surety company.</p>
 NASBP Document: <i>Answers to 30 Questions Architects Ask About Contract Surety Bonding</i>	<p>This document explains how an architect who understands the benefits of bonding construction contracts is better prepared to advise owners how surety bonds help ensure successful contract performance and build strong reputations. These 30 Q&As explain the benefits of bonds and how they play an essential role in the construction risk management process.</p>
  Video: <i>Be Guaranteed to Succeed: We're All Building Something</i>	<p>This compelling video's dramatic photos of intriguing people, construction projects, and breathtaking cityscapes and landscapes are the backdrop of a narrative describing how surety bonds help to reduce risk in many aspects of our lives and build success. “We reduce the risk and bring stability in times of uncertainty, ensuring the right people are on the right jobs. Surety bonds: guaranteeing the building of your life!”</p>

Resource Chart *(continued)*

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RESOURCE	RESOURCE DESCRIPTION
ARCHITECTS	
 Social Media Assets: <i>Sized for Facebook, Twitter, LinkedIn, and Instagram</i>	These social media assets, referenced on page 8, promote the value of surety on your social media channels to connect with architects.




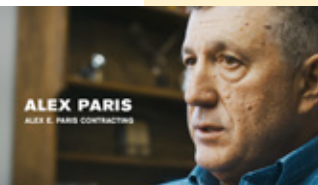

Resource Chart *(continued)*

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RESOURCE	RESOURCE DESCRIPTION
CONTRACTORS	
 NASBP Document: <i>Answers to 51 Questions Small Contractors Ask About Bonding</i>	<p>This document provides answers to common questions small contractors ask about surety bonds in a Q&A format.</p>
 NASBP Document: <i>How to Obtain Surety Bonds</i>	<p>This document describes the underwriting and prequalification process involved in obtaining surety credit, including a general idea of the documents and financials that sureties require contractors to provide. Included is a prequalification checklist and required components of work-in-progress schedule, and more.</p>
 NASBP Article: <i>The Importance of the Principal's Character</i>	<p>This document briefly describes the role and evaluation of the principal's/contractor's character in the decision-making process determining the risk associated with issuing that contractor a bond.</p>
 NASBP Article: <i>Building Character and Acquiring Knowledge Go Hand in Hand</i>	<p>This article briefly describes the principal's/contractor's three Cs: capital, capacity, and character that are at the heart of surety underwriting.</p>
  Video: <i>Be Guaranteed to Succeed: Hensel Phelps Construction</i>	<p>This video shows a construction executive of the largest airport builder in the U.S. describing the important role played by subcontract bonds and his company's approach to successful projects. Managing risk through subcontract bonds is a critical part of his company's success. In today's construction environment, subcontract bonds are more important than ever. General contractors are facing more risk and need reliable and ready ways to manage that risk. Subcontract bonds provide that.</p>
  Video: <i>Be Guaranteed to Succeed: Plante Moran</i>	<p>This video shows an accountant of a construction accounting and business advisory firm explaining that when a CPA firm is part of that surety team, it is a powerful combination. Best-in-class contractors are good risk takers that don't assume they have all the answers and will seek advice from their surety partners. He states how he learned a lot about being an advisor to contractors from his surety broker connections and his surety partners' advice has helped guide his contractor clients.</p>






Resource Chart *(continued)*

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	RESOURCE	RESOURCE DESCRIPTION
CONTRACTORS (continued)		
 <p>KEN WENHAM ROEBBELEN CONTRACTING</p>	 Video: Be Guaranteed to Succeed: Roebbelen Contracting	This video shows a contractor explaining how his construction company and its employees benefit from and value advice and counsel of the company's surety team regarding major decisions, such as ownership succession and more. He also describes how he appreciates the experience and tools surety bond producers offer to him and his company.
 <p>ALEX PARIS ALEX E. PARIS CONTRACTING</p>	 Video: Be Guaranteed to Succeed: Alex E. Paris Contracting	This video shows a utility contractor explaining that, when his father died, his company's long-time relationship with its surety team ensured the company was able to continue conducting business. He describes the importance of the surety parties building trust and honesty among each other: the broker, the bonding company, and the contractor.
 <p>RICH ZITO DMZ BUILDERS</p>	 Video: Be Guaranteed to Succeed: DMZ Builders	This video shows a successful construction executive describing how much he values his relationship with his surety bond producer. He states that he relies on the producer to help build his company's portfolio of work based on the resources the company has. Having a good relationship with his bond producer and surety is key to his company being able to pursue public projects.
 <p>HILARY TIGHE POWER ENGINEERING CONSTRUCTION CO.</p>	 Video: Be Guaranteed to Succeed: Power Engineering Construction Co.	This video highlights the significance of a long-term, team-like relationship between bond producers and contractors. These construction executives share what they look for in a bond producer: someone who is interested in who they are, who the company is, and what they are trying to accomplish.



Resource Chart *(continued)*

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	RESOURCE	RESOURCE DESCRIPTION
CONTRACTORS <i>(continued)</i>		
 <p>SHAUN EGAN IRON WOMAN CONSTRUCTION</p>	 Video: <i>Be Guaranteed to Succeed: Iron Woman Construction</i>	<p>This video showcases how the surety partnership helped this company grow and diversify into a new market. The construction executive explains that without surety bonds and the established relationship with the surety team, the company would not have succeeded in diversifying its trucking operation into a successful turnkey management and general contracting services firm.</p>
 <p>DICK BRASHER CONCRETE WORKS</p>	 Video: <i>Be Guaranteed to Succeed: Concrete Works</i>	<p>This video includes a construction executive describing how his company, which has been in business for 40 years, relies upon the trust it has among its surety team members. With many unknowns during a project, the trust that the surety will be there enables the construction company to focus on delivering quality services and project results.</p>
	 Social Media Assets: <i>Sized for Facebook, Twitter, LinkedIn, and Instagram</i>	<p>These social media assets, referenced on page 8, promote the value of surety on your social media channels to connect with contractors.</p> <p>Consider using the animated ad clip with the following text:</p> <p>Your reputation is built on what you build.</p> <p>Subcontract bonds keep you covered. Be Guaranteed to Succeed.</p>







Resource Chart *(continued)*

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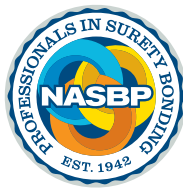
	RESOURCE	RESOURCE DESCRIPTION
	ADDITIONAL RESOURCES	
	 Social Media Assets: <i>Sized for Facebook, Twitter, LinkedIn, and Instagram</i>	<p>These social media assets, referenced on page 8, promote the value of surety to all stakeholders. Social media is an efficient and effective way to promote surety to existing and new customers. Consider posting these graphic images that have the following captions.</p> <ul style="list-style-type: none"> • Guarantee your ability to deliver results...surety • Surety protects more than \$600 billion in contracts every year • I built that (man pictured) • I built that (woman pictured)
	 Social Media: Best Practices for Facebook, Twitter, LinkedIn, and Instagram.	<p>These documents provide instructions on current best practices how to maximize your reach and impact using social media channels. It includes instructions on how to post text, graphic images, and videos to Facebook, Twitter, LinkedIn, and Instagram.</p>
	 Videos: Surety Stories	<p>This large assortment of videos relates to all stakeholders and describes the value of surety bonds. They feature owners, lenders, and contractors relaying real situations and demonstrate that surety bonds are crucial to success.</p>
	 Video: Be Guaranteed to Succeed: We're All Building Something	<p>This compelling video's dramatic photos of intriguing people, construction projects, and breathtaking cityscapes and landscapes are the backdrop of a narrative describing how surety bonds help to reduce risk in many aspects of our lives and build success. "We reduce the risk and bring stability in times of uncertainty, ensuring the right people are on the right jobs. Surety bonds: guaranteeing the building of your life!"</p>

Resource Chart *(continued)*

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RESOURCE	RESOURCE DESCRIPTION
ADDITIONAL RESOURCES	
 Tips for Sharing NASBP Surety Video Stories	A great way to explain the value of surety is to share real life stories from Owners, Lenders, Architects and Contractors. NASBP has captured their stories in a series of compelling videos that you can use to help explain and market surety bonds. These videos can be shared through outreach including: social media, PowerPoint presentations with prospective clients, email outreach, and even on your website. This document will walk you through general steps on how you can upload the videos to all of these listed platforms.
 NASBP Coronavirus Resource Webpage	This webpage offers free, up-to-date, and relevant information related to the novel coronavirus and of its impact on the surety industry. Materials include extensive resources addressing electronic signatures, SBA programs, and blogs and articles addressing current surety industry issues.
 NASBP Podcast – “Let’s Get Surety”	NASBP’s podcast episodes are free and offer engaging stories, insights, and expertise on the world of surety! Recommend clients listen to several.
 Always Verify Your Bond!	This one-page tool, which can be offered to clients, sets forth a two-step process to help verify the authenticity of every contract surety bond before acceptance.
 FAQs from Bond Producers About Their Role in the Contract Bond Claims Process	This document, in a Q&A format, describes the role of a professional surety bond producer in the bond claims process. Although the bond producer is not a party to the bond, the producer can be a valuable resource to the parties and can play a significant facilitative role in a claims situation.
 AGC Document: The Contract Surety Bond Claims Process	This guide describes the contract claims process, including what obligees should expect in a performance default situation and what a claimant should expect in a payment bond claims situation.

We hope you find the messages and tools provided useful for existing and new clients and other surety stakeholders.



Surety. Be Guaranteed to Succeed.

*Visit the Be Guaranteed to Succeed Campaign at
nasbp.org/guaranteed*

“

Surety is a relationship business. People become friends. You go to the retirement party of a surety executive and there are clients they've had for 30 or 40 years.

Contractor

”

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