

HawSoft's **PURPLE COW** experience is what makes us stand out from the herd – our commitment to a unique product, client relationship, and business philosophy.

A REMARKABLE STORY.

A remarkable product.

HawkSoft is a unique father-son story.

It began in 1984, when Paul Hawkins and his 9-year-old son Sean started learning computer programming together after his 5th grade teacher noticed he needed more challenging work. When Paul later became an independent insurance agent, he saw the potential for computer programs to drastically optimize agency efficiency. Paul still remembers young Sean saying, “Dad, someday we’re going to have our own business and we’re going to call it HawkSoft.” This vision led Paul, Sean, and Paul’s son-in-law, Jason, to found HawkSoft in 1995.

Since the beginning, HawkSoft has challenged the insurance industry status quo with the simple belief that agents know how to do their jobs better than software developers. Our agency management system is built to fit the agent’s workflow, not the other way around. We deliver powerful automation and efficiency so you can focus on delivering memorable service to your clients.

“

We’re proud to be a family-owned business in a family-centric industry that protects American families and businesses.”

– **PAUL HAWKINS,**
CEO AND CO-FOUNDER



HawkSoft founders Jason, Paul, and Sean (from left).

THE PURPLE COW DIFFERENCE

Why HawkSoft Stands Out

In a crowded market, HawkSoft stands out by delivering services that are remarkably different – what we call the PURPLE COW experience. While others chase growth at any cost, we've taken a different path—one that puts people first and the industry we love at the center. From how we're structured to how we serve, everything we do is rooted in independence, relationships, and long-term commitment.

NOT YOUR TYPICAL TECH COMPANY

- Privately owned – no outside investors
- No exit plan – we are not selling out
- People over profits
- Family-like culture
- Passionate industry advocacy

We believe in **giving agents the choice** in how they run and grow their business.

“

HawkSoft does a great job teaching not only technology, but personal and professional development as well as explaining your own culture, which all resonates so much with me. You also listen to the users and work really hard to make changes to the items that we view as pain points.”

– COLLEN NICHOLS, LANDMARK INS



NO GIMMICKS, JUST GREAT VALUE

- No term-based contracts
- No termination or data extraction fees – you own your data
- Core features (including reporting) at one transparent price
- Affordable add-ons that don't break the bank
- Pay only for **concurrent** users, not **total** users

ONE SYSTEM TO MANAGE PL, CL, LIFE, AND BENEFITS

- Robust ecosystem of API integrations, add-ons, and services
- Scalable and customizable for agencies of any size
- Powerful carrier connectivity features
- Unique cloud platform with mobile Agent Portal



A black and white cow is ordinary, but a **purple cow**? Now that's **remarkable**.

Our Core Values

At HawkSoft, our core values are more than words—they're the foundation of everything we do. We've made intentional choices to stay true to these guiding principles as we grow.

Do the Right Thing

Sense of Community

Deliver an Exceptional Experience

Work to Live, Don't Live to Work

For the Good of All

Focus on the Solution

Growth

Attitude of Gratitude

Helping Agencies Succeed

REMARKABLE SERVICE

With HawkSoft you're not a number, you're family. Throughout our sales, onboarding, and customer support lifecycle, we prioritize authentic relationships and provide personalized service to help you succeed.

- No-pressure sales process
- Seamless data conversion – go live fast
- Painless onboarding with extensive 1:1 training
- Robust training videos and help resources
- Tight-knit user group with forums and events
- Services like managed accounting, client services, and more

UNPARALLELED SUPPORT

No more outrageous hold times or being bounced around a phone tree. Talk to a live, US-based rep in minutes! Our high-touch, knowledgeable support team has your back, so you can stay focused on servicing your customers.

- **97%** first call resolution
- **98%** satisfied clients
- **16 minute** avg. call length
- **120 second** avg. hold time
- **4.9/5** Google Review ratings

“

I spent the better part of 3 years testing different AMS. We chose HawkSoft because they have the best people and support. Every other competitor only talked about their product and how great it was. Now that we have used HawkSoft for 5 years, I can truly say it was the best decision.”

– **PHILIP SIMMERER**, SIMMERER INSURANCE LLC



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 **HAWKSOFT**
AGENCY MANAGEMENT SYSTEM