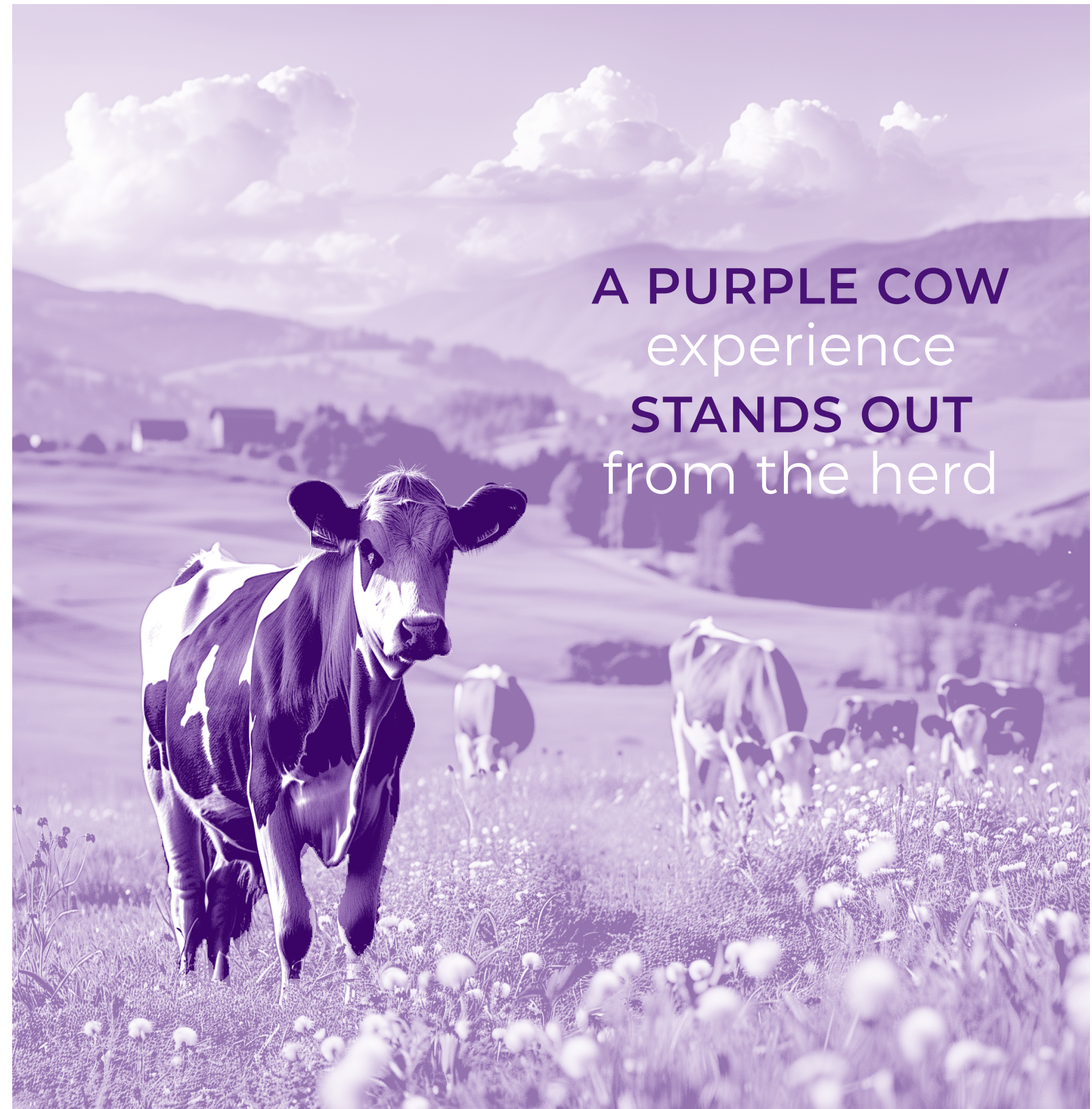


THE
PURPLE COW
EXPERIENCE

A field of black
and brown cows
is ordinary. But a
PURPLE COW,
now that is
REMARKABLE.



A PURPLE COW
experience
STANDS OUT
from the herd

HawkSoft
isn't your
typical
insurance
software
company.

HawkSoft delivers a **PURPLE COW** experience that's unmatched in the industry through our unique business philosophy, authentic relationships and service, and collaborative product innovation.

We don't chase profits. We don't take funds from outside investors. We're here to make a difference in the lives of independent agents.

WE'RE AN INSURTECH WITH HEART—NOW THAT'S SOMETHING YOU DON'T SEE EVERY DAY.

OUR PURPLE COW

Philosophy

Most agency management systems share similar functionality. How they do business and treat their customers is what sets each company apart.

We prioritize what matters most—our customers and employees—not the bottom line.

PRIVATE OWNERSHIP

- Family-owned
- No third-party stakeholders
- No exit plan
- No outside investment

PEOPLE OVER PROFITS

- Family-like culture
- Product roadmap driven by user feedback
- Tight-knit user group community
- Passionate industry advocacy

TRANSPARENT PRICING

- No hidden fees or pricing games
- All core features included
- No term-based contracts
- No termination or data extraction fees

AGENCY AUTONOMY

- We don't sell or claim ownership of your data
- Robust selection of API integrations
- Scale your tech stack as you grow

“

HawkSoft really listens to what we need as an agency and actually implements our ideas and takes to heart the things that are coming from the field. We love the people, we love the product – couldn't live without it, really.”

BRAD KAPLAN, MINNESOTA



OUR PURPLE COW

Relationships

The depth of our authentic relationships with customers and partners is what people love most about HawkSoft—just ask anyone who's worked with us.

UNPARALLELED SUPPORT AND COMMUNITY

- High-touch, knowledgeable tech support
- Talk to a live, US-based rep within minutes
- We treat you like a partner, not a number

WE SELL SOLUTIONS, NOT SOFTWARE

- We use a consultative approach
- We work to understand you and your needs
- We don't harass you to close a sale
- If we're not the best fit, we'll tell you!

SEAMLESS CONVERSIONS

- Get more data converted and go live fast
- Painless onboarding solution
- Extensive 1:1 training from staff with agency experience
- Robust training videos and help resources at no extra cost

“

Relationships matter.
The people connected to
HawkSoft are all first class.
If you're looking for another
management system that
will be a better fit... my advice?
It's not the technology,
it's the people.”

MIKE SALISBURY, MICHIGAN



OUR PURPLE COW

Product

The HawkSoft Insurance Platform delivers powerful, intuitive workflows and standout features designed to maximize agency efficiency.

We reduce your total cost of ownership by bundling all core features into one price. Extend your platform with affordable add-ons and integrations.

Transform
your agency
from
ordinary to
remarkable.

THE HAWKSOFT

Insurance Platform

AGENCY MANAGEMENT SYSTEM

OPTIONAL API INTEGRATIONS



One platform manages personal, commercial, and benefits. Scalable and customizable for agencies of any size.

WHAT MAKES OUR PRODUCT

Remarkable

UNPARALLELED VALUE

- Core features bundled at one price (includes all reporting)
- Pay for concurrent users, not total users
- Affordable add-ons that don't break the bank

UNIQUE CLOUD PLATFORM

- On-demand data export (no extra cost)
- Robust desktop app
- Mobile browser access for key features on the go

POWERFUL CARRIER CONNECTIVITY

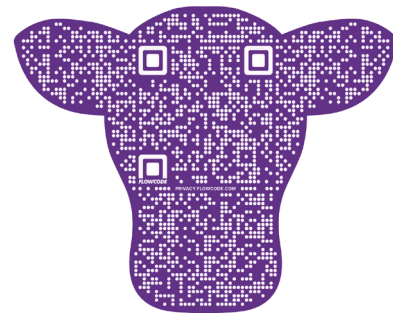
- Quote and bind directly from carrier websites without a rater (HawkLink)
- Downloads from 500+ carriers across the nation
- Automate tasks and assign to staff from downloads and premium update

“

I came back to HawkSoft because I found out that pastures are not always greener on the other side. HawkSoft does management systems and integrates with partners really well. I already had the green pasture with your all-in-one solution that allows agencies to do what they need to do, individually, as agents.”

WADE WHITESIDE, TEXAS





LEARN MORE
SALES@HAWKSOFT.COM



DELIVERING A PURPLE COW EXPERIENCE TO INDEPENDENT AGENTS SINCE 1995.

