



# miEdge for Personal Lines

Take Lead Generation to the Next Level

Growth is critical for any insurance provider's success, but new business development remains a challenge. Finding ideal prospects and initiating outreach can be particularly tricky in the personal lines space.

miEdge™ is designed to help build an intelligent prospecting strategy. This revolutionary solution aggregates and analyzes millions of data points from dozens of data sources to create a complete, comprehensive insurance profile for millions of personal lines prospects.

The evidence is clear. miEdge™ is a key cog in any personal lines lead generation process.

*The Ultimate  
Unfair Advantage.*

Want to learn more?  
Contact us at 855-454-6100  
marketing@zywave.com



Zy Personal Lines		
<b>Property Owner 1</b> CA	Properties: 2	Total property value: \$408.7k
<b>Property Owner 2</b> CA	Properties: 1	Total property value: \$271.7k
<b>Property Owner 3</b> CA	Properties: 1	Total property value: \$290.1k

## Next Level Discovery

With more than 150 million property records at your disposal, step into prospect meetings with the background needed to build confidence and trust.

## Multifaceted Search Capabilities

Find homeowner prospects from the most comprehensive database of 80 million households with a name or address search.

## Targeted Profile Details

Mine deeper into single or multi-property owners, property details such as construction specifics, environmental hazards, and fire protection to help tailor your prospect list.