



At Selective, we are committed to building strong relationships with our customers by responding to their growing needs with new and improved products, technology solutions that enhance ease of doing business, and fully empowered employees with the ability to make important decisions on the spot. Our customers can trust us to be there for them when they need us because we know...*Response is everything.*[®]

History of Integrity

“So valuable is the human element that I will not let this Company lose the human touch which has been largely responsible for its success.” These words of our founder, D.L.B. Smith, live on in Selective’s culture and values today. Since our founding in 1926, Selective has been committed to providing prompt, fair settlements, and outstanding personal service. Today, Selective is known industry-wide for our integrity, reliability, consistency, focus, commitment, and communication, which have earned us the respect and trust of our dedicated employees, independent agents, and valued customers.

The People We Serve

Selective offers a broad range of insurance solutions, alternative risk management products, and related services for small- to large-sized businesses, light industry, public entities, and individuals. Moreover, our flood insurance policy services provide additional opportunities for us to meet our customers’ comprehensive needs.

The company’s value-added products and services are offered through independent agents in 22 primary eastern and Midwestern states. Our approximately 1,900 employees create the competitive advantages that make Selective one of the best regional insurance organizations in the marketplace.

Financial Strength and Stability

Selective’s financial strength and stability in the marketplace, coupled with the nimbleness of a regional carrier, provide security for our customers and the capacity for profitable growth.

A.M. Best has rated Selective “A” (Excellent) or better since 1930, citing the company’s disciplined underwriting focus, strong independent agency relationships, financial flexibility, experienced management team, and financial flexibility.

To learn more about Selective, visit us at www.selective.com.



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Who We Are

