**Email from Julie or Ginger to APL Leaders**

**Subject:** Specialty Product Lines (SPL) Celebrate Significant Milestone

**Email Body:**

I am excited to announce that in 2019, Specialty Product Lines (SPL) reached a significant milestone, earning $2 billion in annual premium. This is a huge accomplishment. To put this into perspective, if SPL were a standalone company, it would be the 25th largest personal lines carrier in the U.S. out of 740 other companies. This makes SPL comparable in revenue to non-insurance companies like Lyft, Hulu and Dunkin’ Donuts. Impressively, SPL has made 5 cents on every dollar in each of the past two years and in 2018, SPL contributed $94M of profit to the corporation.

Allstate has great momentum because of the hard work we’ve all done together. Our Specialty Product Lines help Allstate stay connected with customers and become more relevant in their daily lives. This is one of the most powerful ways we can stand apart in the marketplace – not to mention diversify our business and create new ways to grow.

But the competition isn’t standing still, and neither can we. Customer needs are changing – quickly and constantly. This means helping customers protect the things that are important to them, whether it’s their motorcycle, boat, snowmobile, rental property and motor home or the apartment, condo or manufactured home they live in.

We have a great opportunity to continue to grow Specialty Product Lines – meeting the needs of our customers and helping agency owners grow their business, retain existing customers and strengthen customer relationships.

To fully celebrate this milestone for home office employees, there will be an SPL pop-up in Northbrook’s North Plaza on November 12 in the C-Hub area near Starbucks, where you can pick up a cookie, popcorn, win prizes and gather more information about this milestone. Also, be sure to keep an eye out for articles on AllstateNow about this achievement.

Please join me in thanking all of those who have worked so hard to promote Specialty Product Lines over the years and let us celebrate this great achievement together.

Thank you,

Sincerely,

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