



## Insurance 101

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### **Kemper Preferred is now Kemper Personal Insurance**

We're the same great company, but now we have a great new name and look. Our new name is Kemper Personal Insurance and we have a new logo. But you still have the same great product, agent and service you've come to know.

And you will continue to be protected by the financial strength and stability of [Kemper](#), an A-rated national insurance company and an expert in providing appropriate and affordable insurance solutions. This [brief video](#) showcases what makes the Kemper family of companies special and how you benefit.