# Assurant Executor Assist Wins Top Innovation Honor at Wealthmanagment.com's 2020 Industry Awards

**NEW YORK, Sept. 14, 2020** – Assurant, Inc. (NYSE: AIZ), a leading global provider of lifestyle and housing solutions that support, protect and connect major consumer purchases, today announced that its Executor Assist, powered by ProtectHeir, offering won the Technology Providers - Innovation New Applications award at the 2020 WealthManagement.com industry awards program.

Assurant Executor Assist is an intuitive online solution that helps executors save weeks of time and effort to settle an estate, while offering protection against identity fraud after the passing of a loved one.

"Assurant continuously invests in innovations that deliver a better customer experience, so we're proud to see Assurant Executor Assist recognized as a breakthrough, innovative offering," said Fernand LeBlanc/VP, Global Strategy and Innovation, Assurant Preneed. "We partnered with ProtectHeir, an innovator in safeguarding estates against deceased identity theft, to create a consumer-friendly solution that offers competitive advantages to registered investment advisors."

In addition to step-by-step guidance, checklists and reminders, Executor Assist provides personalized pre-filled forms, specific to each individual, and addressed to the appropriate contacts at key businesses and the government. This includes credit bureaus, banks, credit card companies, departments of motor vehicles, and the U.S. Social Security Administration among others to help executors save weeks of work settling an estate, while also protecting the deceased's personal information against fraud.

Known as "ghosting," deceased identity theft affects an estimated [2.5 million Americans](#) per year and severely complicates and delays estate settlement. After death, the deceased's personal ID information is at risk of being compromised and used to fraudulently open accounts, access financial assets, file fake tax returns, obtain driver's licenses and other illegal activities. Executor Assist helps an executor to notify organizations about the passing of a loved one quickly, greatly reducing the risk of deceased identity theft and saving the executor valuable time and effort.

WealthManagement.com received 625 nominations from 221 companies for its awards program this year. A panel of independent judges identified the finalists and chose the winners.

For more information on Assurant Executor Assist, please visit [www.RIAExecutorAssist.com](http://www.RIAExecutorAssist.com).

**About Assurant**
Assurant, Inc. (NYSE: AIZ) is a leading global provider of lifestyle and housing solutions that support, protect and connect major consumer purchases. Anticipating the evolving needs of consumers, Assurant partners with the world's leading brands to develop innovative products and services and to deliver an enhanced customer experience. A Fortune 500 company with a presence in 21 countries, Assurant offers mobile device solutions; extended service contracts;

vehicle protection services; pre-funded funeral insurance; renters insurance; lender-placed insurance products; and other specialty products. The Assurant Foundation strengthens communities by supporting charitable partners that help protect where people live and can thrive, connect with local resources, inspire inclusion and prepare leaders of the future.

Learn more at assurant.com or on Twitter @AssurantNews.

**About ProtectHeir**
ProtectHeir, founded by credit industry executives with over 35 years of experience in true name fraud and identity theft prevention, leads the industry in estate fraud protection services. ProtectHeir's automated solutions help consumers, families, and executors easily navigate through the difficult process of estate settlement, saving them time and money, while minimizing the chance of settlement delays due to fraud.

**Media Contacts:**

Assurant:
Andy Mus
Director, External Communications
andy.mus@assurant.com

ProtectHeir:
Hampton Switzer
Founding Partner
hampton.switzer@protectheir.com