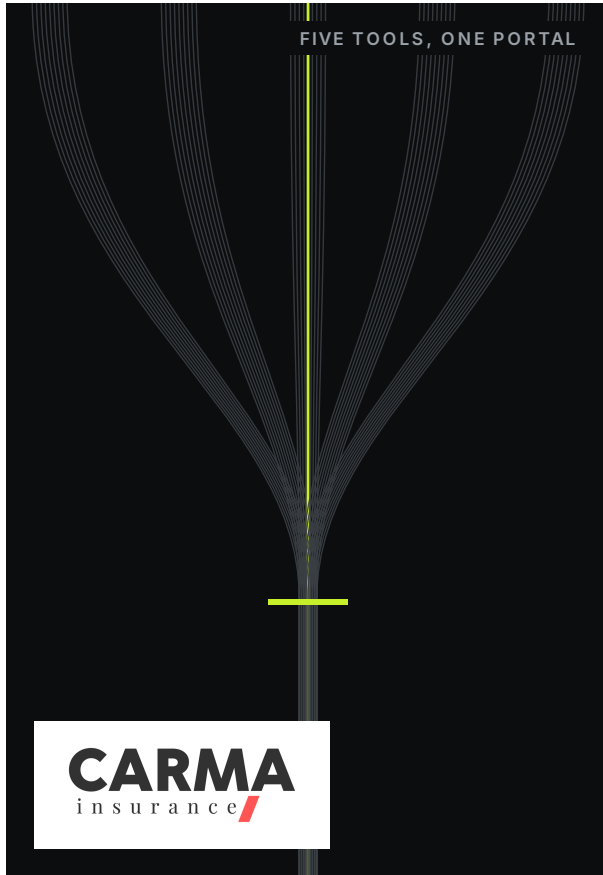




CARMA INSURANCE · TECH-ENABLED MGA

One portal for the whole premium lifecycle.

A fast-moving MGA replaced five disconnected tools with a single Advance portal. Invoicing, payments, fiduciary balances and yield now live in one place, customized to how Carma operates.

“

For me, the full value in Advance is having them as part of our entire financial journey.

JACOB LANDMAN · FOUNDER, CARMA INSURANCE

COMPANY Carma Insurance, Managing General Agent
FOCUS Niche and emerging insurance markets
MODEL Lean, specialist-led MGA

THE CHALLENGE

Carma was managing premium across **four to five separate bank accounts** with no unified view, using five tools that weren't built for insurance. Reconciliation was manual, and the fiduciary balances Carma was required to hold were **generating fees, not yield**.

THE SOLUTION

Carma's invoicing, payment acceptance and bookkeeping now run through **one Advance portal**, with premium trust accounts provided through Advance's bank-sponsored program. Jacob sees premium by policy, account and channel in one view, and the Advance team keeps customizing the platform as Carma adds programs.

BY THE NUMBERS

5 → 1

Tools consolidated

Invoicing, payments, bookkeeping and more

Real-time

Premium visibility

By policy, account and channel

Up to 3%

APY on idle float†

On balances that used to sit idle

Day one

Customization began

Platform tailored to Carma's operations

BACKGROUND

Carma Insurance is a tech-enabled MGA built on the conviction that traditional MGA infrastructure is broken. Founder Jacob Landman runs a lean operation focused on niche and emerging markets, partnering with specialists who have executed in their niches, and building the financial and operational infrastructure around them.

THE REALITY BEFORE ADVANCE

Premium sat across four to five bank accounts. Day-to-day work ran through an invoicing platform, a third-party payment processor, manual invoicing tools and a separate bookkeeping system. Tracking money by policy or account meant digging across platforms, and there was no single source of truth for fiduciary balances. Those balances were quietly costing Carma bank fees.

“I can build what's in my head. That's the most important thing to me. And Advance has been faster and more hungry than anyone to make that happen.

JACOB LANDMAN · FOUNDER, CARMA INSURANCE

WHY ADVANCE

Jacob was introduced to Advance through a personal connection, and his first conversation with founder Omer moved fast. “The second I talked to the guy, we riffed for an hour. I asked how quickly he could get us up. He said today. Everyone else was telling me three weeks. I bet on the actor, not the movie.” Beyond speed, Carma valued a platform that could be customized to its operations, instead of a generic banking product with insurance bolted on.

IMPLEMENTATION AND TIME TO VALUE

The Advance platform replaced all five tools Carma had been using for premium operations, giving Jacob real-time visibility across his book by account, channel and policy,

without changes to his broader tech stack. “I think this is about how quickly you can customize something for a specific client. And from the get-go, they've been faster and more hungry than anyone.”

BUILT FOR WHAT'S NEXT

Jacob sees Advance as the financial backbone of Carma's operation. As Carma scales into new verticals, he plans to run more of the premium lifecycle through the platform as capabilities come online. “Having that oversight in one clean portal that is customizable to my org's exact and unique needs, plus the yield. My money's working for me rather than just sitting there idle.” Balances that used to sit idle can now earn up to 3% APY.†

WHAT CHANGED

Financial

Idle float now earns yield†
Up to 3% APY available on trust balances‡
One view of every fiduciary balance

Operational

Five tools consolidated into one platform
Real-time view of premium by policy and account
Fast, ongoing customization to Carma's structure

Strategic

One portal from payment acceptance to carrier remittance
Deposits held at OMB Bank, Member FDIC‡
Built to grow as new programs come online

See what your premium float could be doing.

A 20-minute call maps your programs, accounts and fiduciary requirements.

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Advance is a financial technology company, not a bank. Banking services are provided by OMB Bank, Member FDIC. ‡ Deposits are held by OMB Bank and are eligible for FDIC insurance coverage; FDIC insurance covers the failure of an insured bank, and pass-through insurance applies only if specific conditions are met. Annual Percentage Yield (APY) of up to 3% is available on eligible accounts, varies by account balance and agreement, is accurate as of 9/1/2026, and is variable and subject to change. Fees, terms and conditions may apply. Customer results and quotes reflect individual experiences and are not a guarantee of future results. † Up to 3% APY is the maximum advertised rate; actual yield varies by account balance and agreement, and actual results will vary. Customer name, logo, quotes and figures used with permission.

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