Covered Launches Redesigned Website to Showcase Specialized Digital Insurance Solutions for the Mortgage Industry

October 20, 2025

Denver, Colorado - October 20, 2025 -
Covered is unveiling a newly redesigned website. The comprehensive redesign introduces a modern digital experience, elevated design standards, and new content that clearly communicates how Covered addresses the unique insurance challenges facing mortgage institutions. The updated website features dedicated pathways for both B2B buyers, such as mortgage enterprise leaders evaluating insurance solutions, and B2C customers, including mortgage borrowers purchasing insurance policies through Covered's embedded platform.

The new website architecture and messaging emphasize Covered's deep understanding of insurance complexities specific to the mortgage ecosystem. By positioning itself as the insurance partner of choice for mortgage institutions, Covered aims to simplify the insurance experience for borrowers while providing mortgage enterprises with seamless integration capabilities within their existing workflows.

?This website represents more than a visual refresh?it?s a clear statement about who we serve and the problems we solve,? said Greg Kassardjian, Head of Marketing at Covered. ?Mortgage institutions face unique insurance challenges that generalist insurance agencies don?t understand. Our new website makes it immediately clear that we not only understand mortgage pain points, but we?ve built our entire product suite around solving them. The intuitive design helps visitors quickly grasp Covered?s role in the market and why forward-thinking mortgage leaders are choosing us as their insurance partner.?

Key improvements to the Covered website include clear separation between enterprise buyer resources and borrower-facing insurance services, allowing each audience to find relevant information quickly. Updated copy throughout the site speaks directly to the insurance challenges mortgage institutions encounter. The new design features a contemporary visual language that reflects Covered?s product maturity, technological sophistication, and position as an innovative leader in embedded insurance. The improved site architecture also offers a streamlined information hierarchy that makes it easier for mortgage leaders to understand and evaluate Covered?s solutions.

The redesigned website enhances performance, accessibility, and scalability to support Covered?s continued growth and expanding partnerships across the mortgage technology ecosystem. The new site also highlights customer success stories, integration capabilities, and educational resources that demonstrate the company?s leadership in mortgage insurance innovation.

The website relaunch marks a significant milestone in Covered?s ongoing mission to modernize how mortgage institutions deliver insurance solutions. With a renewed digital presence, Covered aims to strengthen brand awareness, improve engagement, and help more mortgage professionals realize the operational and borrower experience benefits of embedded insurance.

Covered is a digital and embedded insurance agency headquartered in Denver, Colorado, specializing in insurance solutions for the mortgage industry. The company partners with mortgage institutions including independent mortgage banks, credit unions, large banks, and servicers to deliver seamless, integrated insurance experiences for lenders, servicers, and their borrowers. Covered works with leading insurance carriers and mortgage technology providers to provide comprehensive coverage options while simplifying the insurance process within existing mortgage workflows. For more information about Covered?s insurance solutions for mortgage institutions, visit itscovered.com or request a demo.

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For more information about Covered, contact the company here:CoveredGreg

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Covered

Covered Insurance is a digital insurance marketplace that helps lenders, servicers, and fintechs embed personalized insurance offers into their platforms.

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