

# BUILD A HISTORIC FUTURE IN CONNECTICUT.

WORKING HERE

Unmatched Class A lease rate of

**\$21.15<sup>1</sup>**

Combined with a competitive business tax rate, Connecticut beats neighboring Boston (\$65.71) and New York City (\$82.13), with companies saving \$800,000 (Boston) to \$1,200,000 (NYC) annually.

**TOP 5** for business environment and patent creation<sup>2</sup>

+

**4TH** -highest concentration of graduate or professional degrees<sup>3</sup>

Hartford, Connecticut has the proven means to help companies create, test, and deliver innovative solutions to the US and global markets.

LIVING HERE

**2ND-MOST**

affordable for raising a family<sup>4</sup>

+

**TOP 10**

for quality of life<sup>5</sup>

Hartford's cost of living is 66% more affordable than New York City and 31% more affordable than Boston.<sup>6</sup>

**3RD**

for Pre-K to Grade 12 education

+

**1ST**

for college readiness<sup>7</sup>

Connecticut is invested in its residents' futures and—by extension—the future of Insurtech, Fintech, and other business sectors where innovation is key.

For Insurtech and Fintech companies looking to launch their business or expand into the U.S. market, Hartford, Connecticut is the conclusive destination. And not just because insurance, finance, and tech developments are the bedrock of Hartford's history. Rather—as some of the world's leading insurance and financial companies already know—it's the one ecosystem in the country ready for the future of these industries, where both the cost of working and living there just makes sense.

**Learn more about Connecticut's affordable, talent-rich business ecosystem at [connecticutifs.com](https://connecticutifs.com) or search for the "Insurance Capital of the World."**

<sup>1</sup> CBRE Q4-2024 Office Market Reports; <sup>2</sup> US News & World Report, 2024; <sup>3</sup> US Census; <sup>4</sup> WalletHub, 2024; <sup>5</sup> CNBC Top States, 2024; <sup>6</sup> C2ER, Cost of Living Index, 2025; <sup>7</sup> US News & World Report, 2024



**CT IFS**  
CONNECTICUT INSURANCE  
+ FINANCIAL SERVICES

## CT IFS B2B MAGAZINE AD SERIES

Hartford, CT's title as the Insurance Capital of the World means insurance and financial businesses who take up residence here are entering a business ecosystem in which the possibilities for growth and innovation are extensive—a claim with the statistics to back it up. Utilizing a mix of full-page ads and a graphically driven two-page advertorial, the "Infinite Starts Here" campaign launched (fittingly) in site-consultant publications, in issues focused on Connecticut and Insurtech/Fintech businesses.



## BUILD A HISTORIC FUTURE IN CONNECTICUT.

Innovation is part of our past, and the bedrock of your future—an affordable, talent-rich business ecosystem that leading insurance, InsurTech and FinTech companies call home.

Visit [connecticutifs.com](https://connecticutifs.com) or search for the "Insurance Capital of the World" for more.



**CT IFS**  
CONNECTICUT INSURANCE  
+ FINANCIAL SERVICES

**THE POSSIBILITIES ARE ENDLESS.**

**BUT THE STARTING POINT? THERE'S ONLY ONE.**

Do you realize in how many directions you could take your insurance or financial services business? The possibilities are endless—that is, if you start in the right place. A place where the workforce, the market environment, the business community and everything else you need is never in question. A place where innovation thrives—a place known as the Insurance Capital of the World—Hartford, Connecticut. So if limitless opportunities to succeed sound appealing to you, remember that infinite starts here.

Learn more at [InsuranceCapitalOfTheWorld.com](https://InsuranceCapitalOfTheWorld.com)



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