

# Characteristics of a Best Practices Agency



## Great Reputation

well respected by state association and other agencies and carriers, are well known in their communities, and are known for their integrity.



## Organic Growth

has a history of successfully pursuing and writing new business, account development, leveraging relationships and effective producer recruiting efforts.



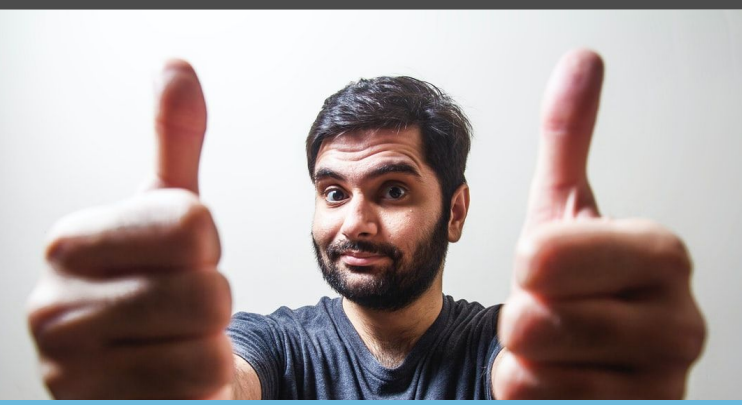
## Strong Retention

demonstrates an ability to retain profitable accounts (through good pre-underwriting, service, account development, and relationship building) with frequent customer contact.



## Professional Development

display a willingness to invest resources into employee education and involvement in industry activity. Believe in continuous improvement.



## Quality Work Product

submissions, information and interactions with agency staff are generally complete, correct and professional. Ease of business.



## Effective and Efficient

good systems and procedures in place with streamlined workflows. Technology is not an option but required for growth/improvement.

## Why Would An Agency Want To Participate?

**EXPOSURE:** National and local exposure through ads in trade publications. Often requested for interviews and commentary. Recognition through Big "I" state association platforms showcasing the status.

**MEDIA KIT:** Receive a media kit to announce to clients, carrier and community, including use of a "Best Practices Agency" logo and wall plaque and color ad for office display.

**FREE EXPERT ANALYSIS:** All agencies that are nominated and submit data receive Reagan Consulting's Agency Performance Analysis - \$495 value. This includes agencies that do not achieve the status.

**EXCLUSIVE EVENTS:** Attend the ultra-exclusive Best Practices Symposium to network with other BPA's, carrier and vendor partners. Participants also receive invitations to custom education sessions.

Since 1993, the Independent Insurance Agents & Brokers of America, Inc. (Big I) in partnership with Reagan Consulting, has conducted the Best Practices Study to examine top performing agencies across the country. The purpose of the research is to compile the operating statistics of the country's leading agents and brokers. The Best Practices Study that is produced from this research provides agencies and the industry with key benchmarks and operational information on growth, profitability, productivity, and financial stability.

## More Information

[independent.com/bestpractices](http://independent.com/bestpractices) "Become A Best Practices Agency" or email [bestpractices@iiaba.net](mailto:bestpractices@iiaba.net)