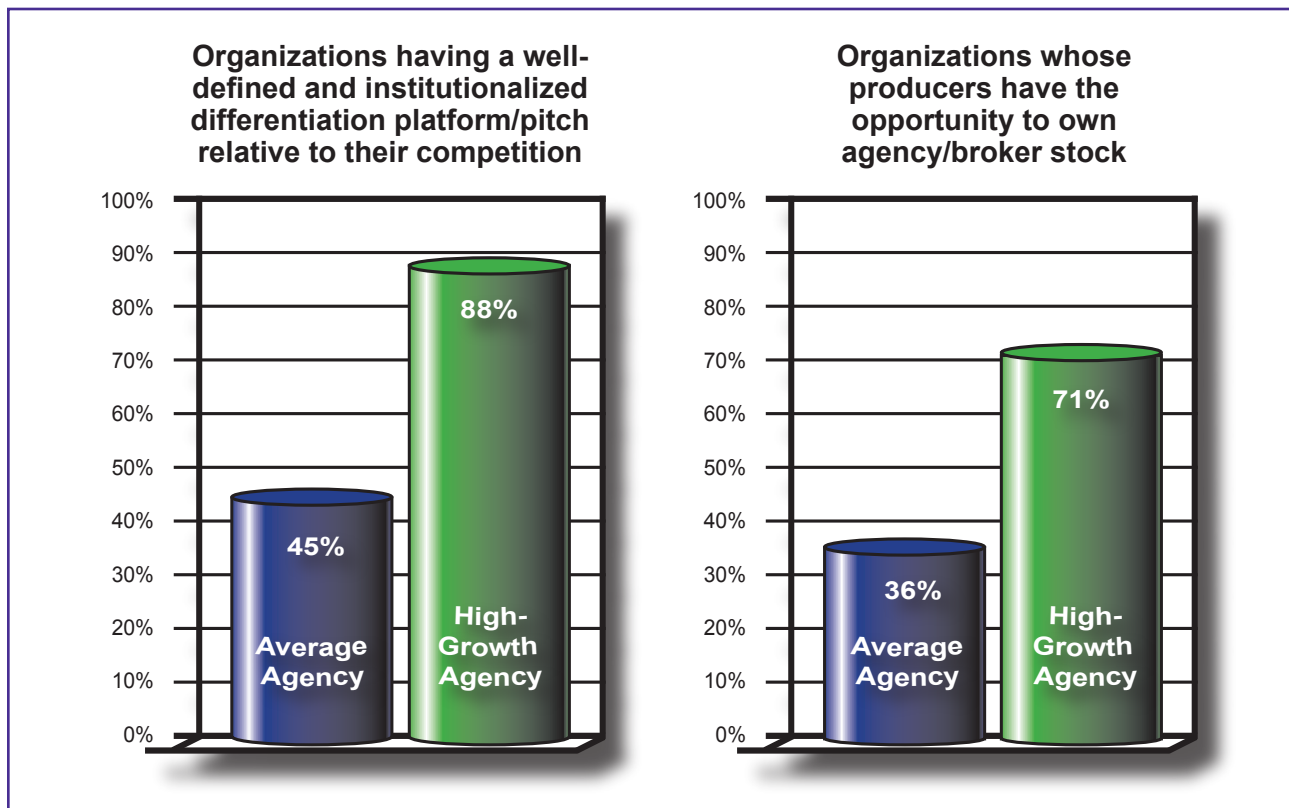


Driving Organic Growth - Differentiation and Ownership

Our research shows that most successful, growing insurance agencies and brokerages share two common traits. First, they maintain a well-defined and institutionalized differentiation platform/pitch. Creating one entails an introspective look into key selling and servicing strengths, understanding the competitive landscape, achieving buy-in from employees throughout the agency, and consistently articulating the differentiation message externally.



The second defining characteristic of high-growth agencies/brokerages is that they provide producers who drive value with an opportunity to own stock in the organization. High-growth organizations tie producers to the long-term growth and profitability of the entity and share that equity reward accordingly.

While differentiation and producer ownership alone will not necessarily translate into peak organic growth performance, they serve as a solid foundation.

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