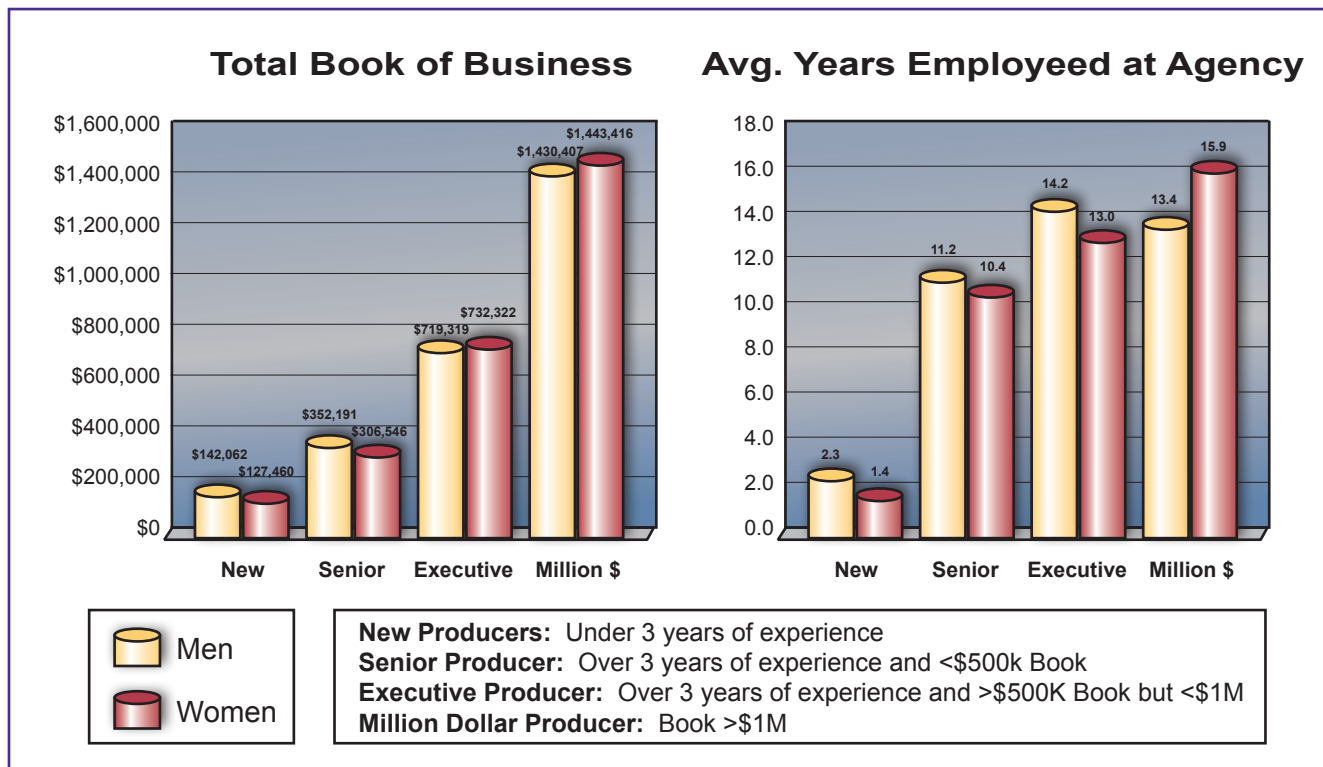


## Gender Diversity

The role of women in insurance has drastically changed in the past few decades, which has opened new opportunities to our industry. One of the biggest changes is an increase in the number of women in the production role. The production role is the lifeline of the agency and has become even more vital with the soft market and other agency issues. Recruiting and validating producers has always been a key to the success of any agency. Defined and charted below are 4 producer categories (based on experience and book size) and the comparison of data with respect to men's and women's performance over time.



When comparing book of business relative to years employed in the New, Senior and Executive categories, the women who virtually match the current book of business statistics of men do so one year earlier. We are looking at a point in time and essentially measuring a lifetime of achievement. The New, Senior and Executive categories are simply more reflective of current times, current attitudes and current opportunities. The Million Dollar producers started building their books of business before it became common for females to be in a producer role.

It is noteworthy to say that the pool of women in the study was limited due to the number of women in producer roles. As agencies grasp the necessity of accelerating their hiring practices, the other 50% of the population warrant their enhanced attention.

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# MarshBerry Solutions

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Management                      Workflow and Procedures                      E&amp;O Audit, Policies and Procedures                      E&amp;O Market Access</p> <p><b>Recruiting</b>                      Position profile, search, screen, hire                      Compensation development plan                      Technical and sales training year one</p>	<p><b>Agency Peak Performance EXchange (APPEX)</b>                      Over 115 Agencies                      Over \$1.1 Billion Revenue</p> <p><b>Bank Agency Network (BANK)</b>                      Over 25 Banks                      Over \$1.0 Billion Revenue</p> <p><b>Total Agency Sales Culture (TASC) Network</b>                      Over 35 Agencies                      Over \$1.1 Billion Revenue                      Nation's leading organic growth agencies                      Enhanced new business production and retention strategies</p> <p><b>Royal Sun Alliance (RSA) Summit Brokers Improvement Network</b>                      Canadian agencies affiliated with Royal &amp; Son Alliance Insurance Company</p> <p><b>Standard Partner Services</b>                      State of the Industry Research                      CEO Peer Exchange / Networking                      Semi-annual Conferences                      Semi-annual Consultation                      Regimented Benchmarking Services                      MarshBerry.com                      MarshBerry Letter                      Priority Consulting Opportunities                      Exclusive Programs                      Distance Learning Groups (DLG's)</p>	<p><b>Strategy</b>                      Acquisition Planning                      Deal Return Modeling                      Strategic Options Analysis                      Alternative Buyer Comparison</p> <p><b>Preparation</b>                      Sale Preparation Management                      Offering Memorandum Development                      Strategic Pitch Book Design                      Candidate Profile Creation</p> <p><b>Representation</b>                      Buy Side Representation                      Sell Side Representation                      Letter of Intent / Negotiation                      Creative Deal Structure Alternatives</p> <p><b>Analytics</b>                      Agency Fair Market Valuation                      Market Comparables / Benchmarking                      After-Tax Return Optimization                      IRR, ROI and EPS Analysis</p> <p><b>Execution</b>                      Diagnostic Due Diligence                      Confirmatory Due Diligence                      Intangible Asset Allocation – GAAP Rep.                      Fairness Opinion                      Definitive Agreement (Best Terms / Conditions)</p> <p><b>Post-Deal Management</b>                      Post-Closing Integration                      Goodwill Impairment Testing                      Peer to Peer CEO Exchange                      Earn-Out Maximization Consultation</p>

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