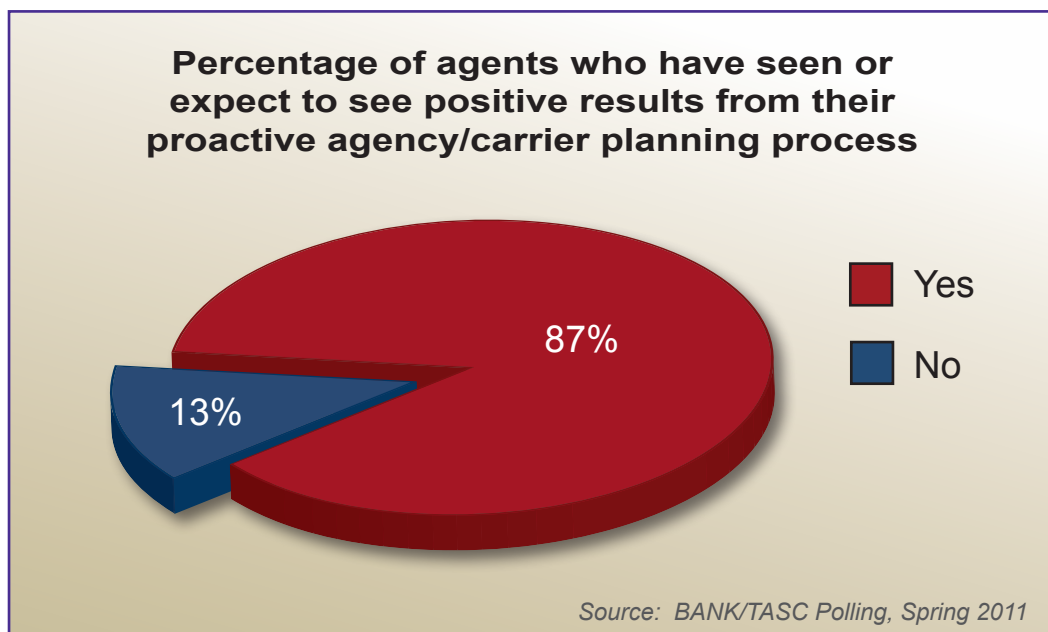


Enhancing Carrier Relationships

Relationships are at the heart of the insurance business. Or so every agency and broker executive says. They profess desired relationship development with prospects. They work relentlessly to grow relationships with existing customers. And they retain relationships with a myriad of friends and family within the workplace. Thus, the ability to develop, grow and retain relationships is an oft-stated hallmark of agencies.

In taking a heightened vantage point from which to view the broader insurance distribution value-chain, we ask why the relationship between agencies and carriers has been neglected historically. A recent MarshBerry survey revealed that only 45% of agencies believe that their top insurance companies partner with them on long-term agency/broker business objectives. This number seems strikingly low, considering what is at stake for both parties. But like any relationship, the onus is on both parties to work towards a successful partnership.



Of those agencies that are taking a proactive and formalized approach toward developing, growing and retaining the agency-company relationship, the results speak for themselves. Relationships, by definition, must be mutually beneficial. They are a two way street and parties must meet in the middle. Somebody, however, needs to take the first step.

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