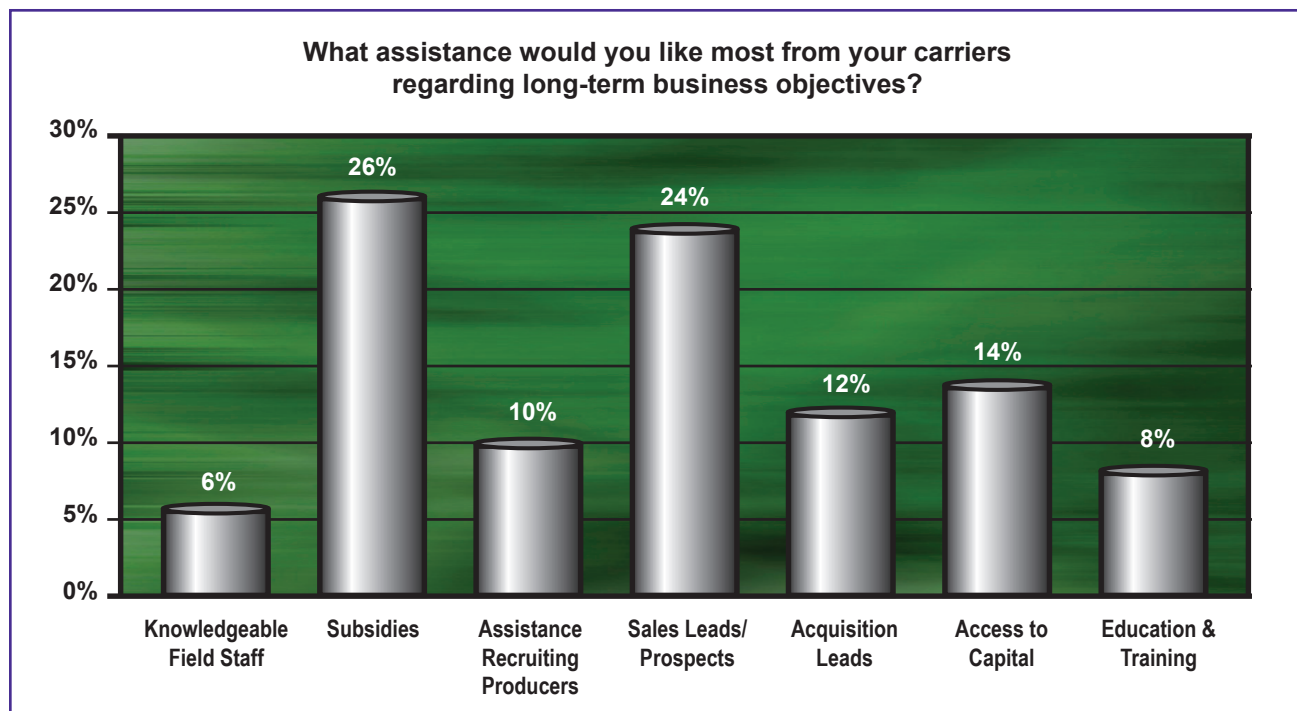


What Do Agencies Want From Carriers?

Insurance carriers play a crucial part in the insurance distribution system. By providing a market, the carrier works closely with an agency to meet the needs of insureds. Because of this close, symbiotic relationship where agencies act as distributors of insurance carriers' products, a natural vested interest in the success of agencies is developed by insurance carriers. As a result, insurance carriers often times will work with agencies by helping them reach business objectives. The assistance provided by carriers varies by appetite, location and financial position, just to name a few. Assistance can range from investing in a knowledgeable field staff to providing leads for acquisitions. In a recent MarshBerry survey of the APPEX* organization, insurance agencies were asked, "What assistance would you like most from your carriers regarding long-term business objectives?" Below is a graph depicting the assistance agencies desire from carriers. Interestingly enough, "subsidies" (producers, etc.) and "sales leads/prospects" ranked the greatest. Both of these selections revolve around organic growth. This shows just how closely carriers and agencies are linked as both types of organizations share a deep desire to grow organically.



*APPEX (Agency Peak Performance EXchange) is a CEO peer exchange group made up of the highest-performing insurance agencies in the United States.

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