

Think about this: You saw this great looking advertisement in an industry publication from an insurance brokerage agency. You are not happy with your existing agency and have been thinking of making a jump as soon as the opportunity arises.

The advertisement is tempting enough to merit a call....So, you call and the marketing representative impresses you with compensation and service talk..... Do you feel like switching over? ***If the answer is yes, just wait and think about the following questions:***

1. **Number of years in the brokerage business:** According to a recent survey, approximately 10-15 insurance brokerage houses are opened every year. The survival rate after 1 year is approximately 10% (1 in every 10). Do you want to do business with an agency that might not be in business after a year or two?
2. **Background and expertise of the agency principal:** An agency's success is largely dependent on the principal's skill set such as vision, sales expertise, industry contacts, ethics, etc. If you want the best, you need to associate with the best.
3. **Target market:** What is your target market? Does the insurance agency under consideration have expertise in the same market? For example: If your target market is new home owners, does this agency have mortgage specific products as part of their portfolio? If your target market is the senior market, does this agency work with carriers that offer products geared to the seniors?
4. **Systems and procedures used:** This includes technology used, accounting and commission practices, response times for requests, sales ideas promoted, communication channels used, etc.
5. **Employee/s competence:** These are the people you would deal with on a regular basis. You want to feel good after a conversation and not confused with the answer given! The best bosses could sometimes have ineffective employees and you need to decide if are ok with running to the principal with any and every question of yours!!

It is all about compatibility. So think again and move only if the agency under consideration appears to meet your goals.

GAIN the freedom to
Sell The Best and Earn The Most! Call us at **800-847-6426**