



INSURANCE
NETWORKS
ALLIANCE

2022 INSURANCE NETWORKS STUDY

RESEARCH AND ANALYSIS BY



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INTRODUCTION AND EXECUTIVE SUMMARY

Competing in the insurance market is tough for independent insurance agencies. Players, especially the smaller ones, often find it challenging to meet carrier volume requirements or to qualify for better commission and profit-sharing levels. Limited access to training, financing, marketing assistance, and other kinds of resources, as well as the lack of coherent and actionable data are also significant pain points.

The emergence of private equity-driven “buy-and-build” firms that are formed to roll up multiple smaller agencies into larger organizations made competing in the market even harder as the roll-ups pull their resources together, trim down operational costs, and boost revenues.

These and many other pain points prompted independent agencies to band together in a platform known as insurance agency networks. While the first networks started in the 1970s, the network concept is a comparatively fresh phenomenon in the insurance industry. It was only in the past decade that the critical role of this growing segment of distribution has received the recognition it deserves. Specifically, networks became increasingly popular for establishing strong relationships with multiple carriers and giving independent insurance agents access to these partners.

The expression “there is strength in numbers” holds a special place among insurance agency networks since the connectivity that they foster is what entices more agencies to join the club. In a strategic planning meeting in 2016, Live Oak Bank proposed the creation of an organization that will represent the specific needs of this growing segment of the industry – the Insurance Networks Alliance (INA).

From an initial meeting of 11 insurance agency network representatives, the organization has grown to 30 member networks. In the past five years, the INA has promoted the critical role of insurance networks to the independent agent distribution channel. In addition to its annual meeting, where agency networks share issues and best practices, the organization has also initiated projects such as the Insurance Agency Networks Directory that serves as an important resource for agents seeking a best fit network for their operations and for carriers who are exploring new distributions partners.

To further help its member networks navigate the evolving networks landscape, the INA conducted the **2022 Insurance Networks Study**, a survey designed to track the size, growth, and influence of networks in the insurance industry. The inaugural study also sought to document strategies employed by professionally managed networks that benefit all their constituents, as well as generate benchmarking data that networks can use in their strategic planning process.

What is your network ownership structure? How is your organization managed? What is required of agencies applying to become a member? What does a typical network contract include? What are the emerging issues faced by insurance networks? Participating agency networks’ responses to these questions provided baseline data about the networks’ platform.

A major finding is that insurance agency networks are widely diverse in terms of size, structure, ownership, and location. Members of agency networks are thriving and are positioned for further growth. They are also looking at more success in the next five years.

Member agencies of the INA and network prospects who participated in the poll also reported receiving a variety of services that are either provided in-house by their agency networks or offered through a preferred vendor. Responses show that networks are not created equal – each offers a unique set of services and benefits to their members.

There is also a great deal of diversity when it comes to the performance standards used by networks to screen affiliates prior to admission. In addition, networks vary in terms of their members' contractual obligations.

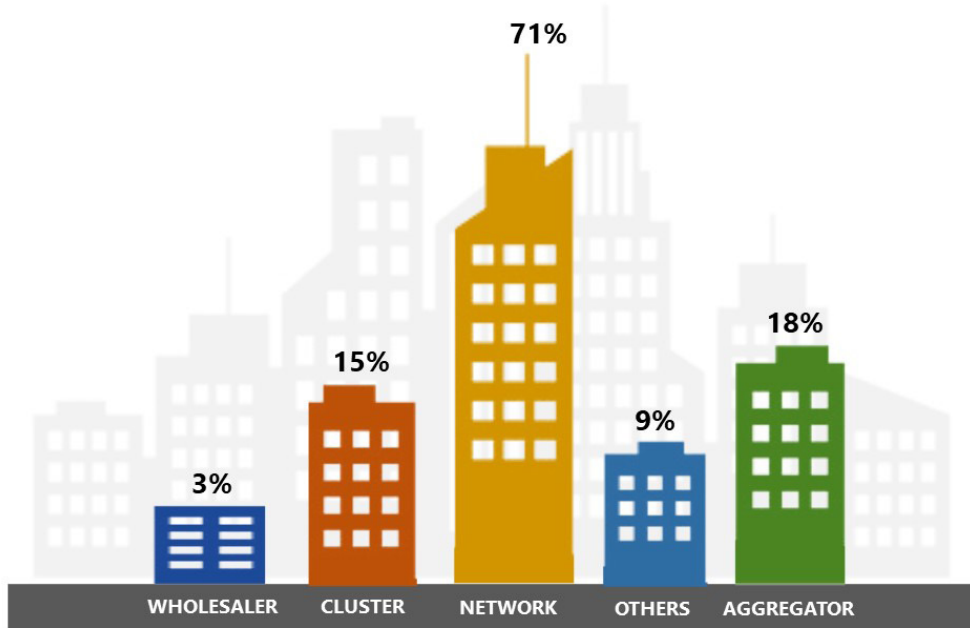
The research was conducted by the INA in tandem with Advisen Ltd. (A Zywave Company), a global provider of information and analytical tools for the commercial insurance industry. The production and publication of the benchmarking report was sponsored by Chubb, Live Oak Bank, Keystone, Smart Choice, Travelers, United Valley Insurance Services, and Utica National.

The INA conducted an online survey of its members between 28 September and 30 November 2021. Respondents to the study were 34 representatives of INA member agencies who completed parts, if not all, of the sections in the questionnaire.

The survey yielded some valuable insights which will enable INA members to compare their practices against their peers. The **Insurance Networks Study** seeks to jumpstart a growing body of benchmark data that will give its members a better appreciation of the size and complexity of the insurance agency networks platform.

SURVEY PARTICIPANTS

How do you describe your organization?



* The total is 116% because respondents were allowed to select more than one description of themselves.

Respondents to the **2022 Insurance Networks Study** were asked to describe their organizations. Seventy-one percent of those polled described their organizations as networks. For the Insurance Networks Alliance, a network “is a separate business entity established to connect its independent insurance members or affiliates with a unique stable of insurance carriers. The network typically holds a master contract with its carriers and manages the overall company relationship directly with each of its carriers.” Insurance agency networks usually operate on a national level and work on behalf of their members to strengthen connections with carriers.

Eighteen percent of those polled described their organizations as insurance aggregators. Under the aggregation model, a group of independent insurance agencies come together to combine premiums for a specific market. This allows its agency members to gain access to benefits that are usually only accessible to large agencies. Aggregators usually operate at a regional level and has access to a limited number of standard markets.

Fifteen percent of the respondents said their organizations are agency clusters. A cluster is composed of a group of agents that bring their individual books together for a specific market to improve profit sharing within that particular market. Each of the member agencies continues to operate separately in all of their other markets.

Three percent of the respondents are from wholesalers, while the nine percent who responded “Others” come from alliances and cooperatives.



METHODOLOGY

The Insurance Networks Alliance and Advisen (A Zywave Company) collaborated on a survey designed to provide a snapshot of the current state of insurance agency networks and gain insight into the ongoing and emerging trends in the market.

The online survey, which was conducted between 28 September and 30 November 2021, was completed at least in part by 34 respondents. They responded to questions on general network information, agency membership requirements, agency contract, network services offered to members, technology used by networks, and size and growth of the agency network.

These topics were designed and reviewed by the INA Advisory Committee and Advisen. The responses were collated and analyzed by Advisen.

Apart from responding to quantitative survey questions, the participants also shared their views through their responses to a series of open-ended questions designed to gather further insight into ongoing trends. Respondents provided commentary on emerging trends, opportunities, threats, and future prospects of agency networks.

This report contains several estimates – the total number of networks, the number of agencies covered by networks and the premiums associated with networks.

We used separate methods to estimate each. For the number of networks, the INA now includes thirty networks. They have identified another 85 networks bringing the total identified to 115. After discussions, we estimated that there are an additional 35 networks which brings the total to 150.

We then needed to estimate the number of agencies belonging to networks, the network-controlled premiums, as well as the total of network and agency premiums.

We used a combination of sources including the results of the survey, a review of websites, additional published materials, and the experience of the INA Advisory Committee. Sometimes we were able to find the network-controlled premiums and not the number of unique agencies. We found that the median network-controlled premium per agency was \$1.8 million so we used that figure to calculate the missing figure. We also adjusted the estimated number of agencies down by 40 percent as a rough way to account for those agencies that belong to more than one network.

We then needed to estimate the total of network-controlled premiums plus agency premiums. For those organizations where we had these figures already, we took the ratio and found it to have a median value of 1.45. So when we did not have the total figure, we multiplied the Network Controlled Premiums by 1.45 to estimate the total premiums.

The **Insurance Networks Study** reflects the views of agency networks that are members of the Insurance Networks Alliance, as well as non-members.



KEY FINDINGS

Overall

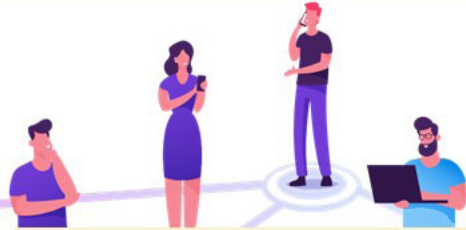
- Insurance agency networks are thriving and are recognized for providing a platform for connectivity among agencies and carrier partners.
- There are an estimated 150 insurance agency networks in the US which are vastly diverse in terms of size, location, ownership structure, number of years in business, and other factors.
- There are 22,000 agencies that are members of insurance agency networks.
- Insurance agency networks are a significant part of the insurance industry, with total network premiums controlled by networks and agencies pegged at \$138 billion and total network-controlled premium at \$66 billion. Insurance agency networks' total network-controlled premium accounted for five percent of the \$1.28 trillion in U.S. insurance industry net premiums written reported by the Insurance Information Institute for 2020.
- The majority of insurance agency networks are professionally managed by full-time staff dedicated specifically to overseeing their organizations.
- Insurance agency networks apply a set of performance standards for agencies that want to join them. On top of their list when screening prospective member agencies are references, profitability, premium level, minimum profitability percentage, and agency management system (AMS) used.
- Insurance agency networks offer a wide range of services. Strategic planning, business meetings, market placement assistance, and wholesale and brokerage assistance tend to be offered in-house, while technology, financing, lead generation and E&O programs tend to be outsourced to preferred vendors. Training services and branding and marketing assistance tend to be divided between in-house and vendors. Insurance agency networks tend to not provide human resources services such as HR hotlines, recruitment and staffing assistance, and payroll services.
- Consolidation, insurance technology, data analytics, and perpetuation planning were the top emerging trends identified by respondents for the next five years.
- Survey respondents see consolidation both as an opportunity and a threat.
- The INA members polled are bullish about the future of insurance agency networks. They believe that successes will be sustained especially if the networks will continue to create real value for their members and carriers, as well as work to further strengthen the networks.



INSURANCE AGENCY NETWORKS

BY THE NUMBERS (2021)

2022 Insurance Networks Study



An estimated

150

insurance agency networks in the US

\$138B

in estimated total network premium (network and agency controlled)

\$66B

in estimated total network-controlled premium

Networks accounted for an estimated

5%

of U.S. insurance net premiums written in 2020, amounting to

\$1.28T

An estimated

22,000

agencies are members of networks

Insurance networks are vastly distributed across the U.S.



Georgia, Arizona and Texas topped the list of states where networks operate and thus, have more competition.

Majority of insurance agency networks are professionally managed and half are independently owned.



15% member-managed
85% professionally managed

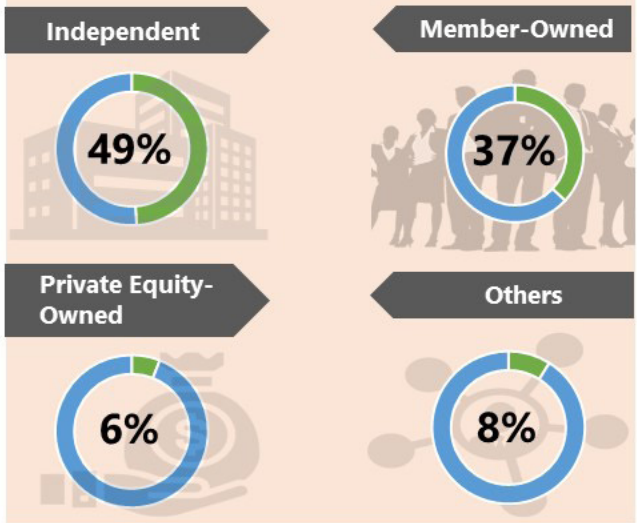


YEAR ESTABLISHED

55%

of insurance agency networks were established in the 2000s

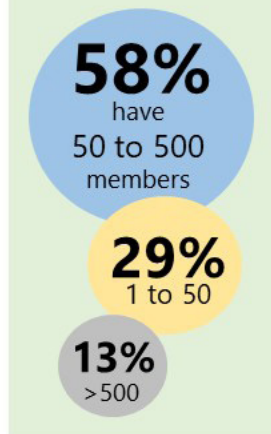
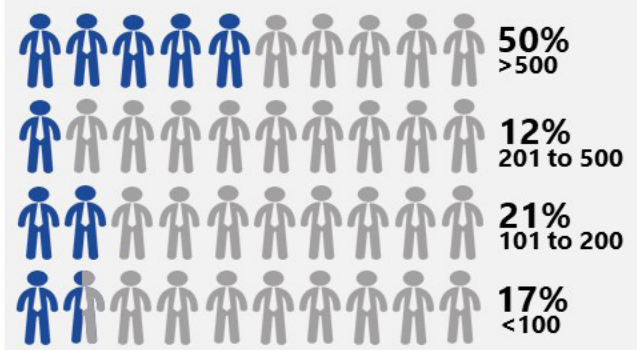
OWNERSHIP STRUCTURE



6% said their networks operate as a franchise

NUMBER OF AGENCY MEMBERS

NUMBER OF LICENSED AGENTS among member affiliates

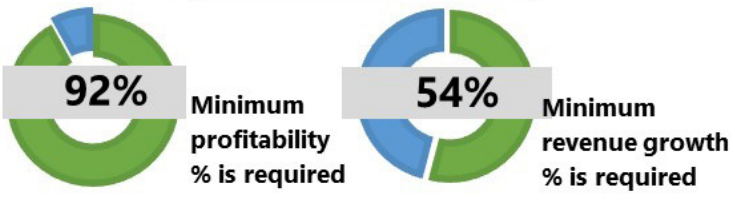


Insurance agency networks ensure quality membership by applying a set of PERFORMANCE STANDARDS

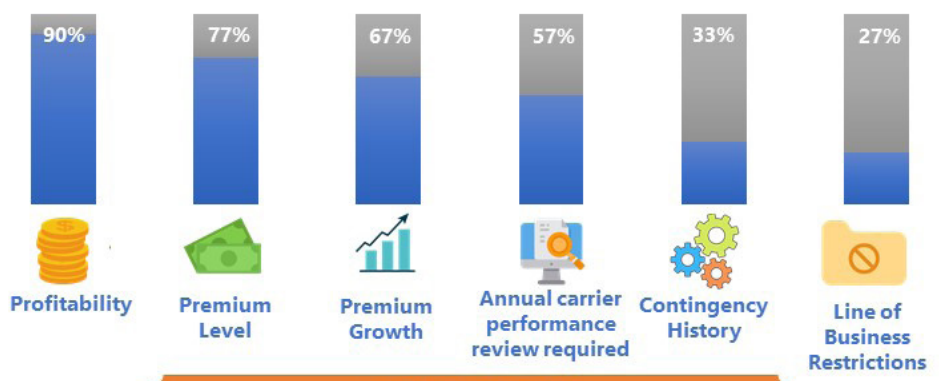
EXPERIENCE



AGENCY FINANCIAL REQUIREMENTS



BOOK PERFORMANCE REQUIREMENTS



TECHNOLOGY



Insurance agency networks offer a wide range of

SERVICES

Tend to be offered IN-HOUSE



Strategic planning



Business meetings



Market placement assistance



Wholesale & brokerage assistance

Tend to be offered using PREFERRED VENDORS



Technology



Financing



Lead Generation



E&O Program

DIVIDED BETWEEN IN-HOUSE AND PREFERRED VENDORS



Training services



Branding and marketing assistance



Perpetuation assistance

TEND NOT TO BE OFFERED



HR hotlines



Recruitment and staffing assistance



Payroll services



DIVIDED BETWEEN PREFERRED VENDORS AND NOT OFFERED



Legal assistance

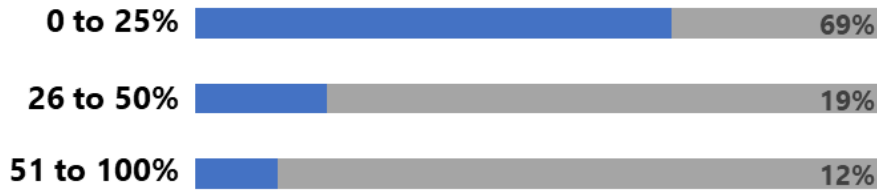
Book ownership and profit-sharing deals are advantageous to members of agency networks.

87%

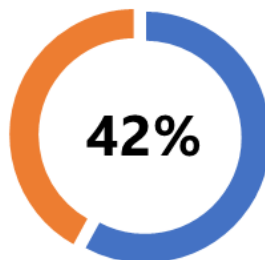
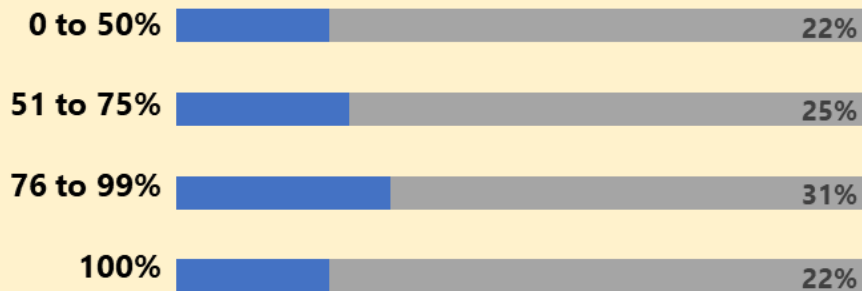
said agency members retain book ownership



PROFIT-SHARING RETAINED BY THE NETWORK

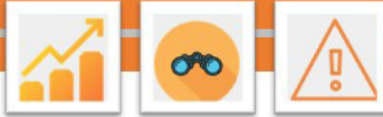


PROFIT-SHARING RETAINED BY OR PAID TO MEMBER AGENCIES



of respondents said right of first refusal applies to members who are looking to sell

Agency networks are faced with emerging trends, opportunities and threats.



EMERGING TRENDS



Insurance technology



Perpetuation planning



Data analytics



Changing consumer demands



M&A

OPPORTUNITIES



M&A



EXPANSION
(increasing number of new agency owners and captive agents joining agency networks)



TECHNOLOGY-BASED SOLUTIONS

THREATS



M&A



Growing saturation of network groups



Start-up networks that are not professionally managed



Market share controlled by a few players

Insurance agency networks polled are **bullish about the future of the business.**



Poll participants are **optimistic about the future of the agency network platform.**

"The future is strong! There's a huge opportunity for networks to create real value for the independent agency channel."

"Networks are the most powerful tool for member agencies to remain privately owned and to grow."

"The independent agent channel will continue to succeed."



They also recommended ways to further strengthen the agency network model.



"Networks need to be professionally run and be able to show value to their members and carriers."



"Professional networks need to continue to differentiate, so that carriers recognize quality networks in a different way than co-ops."



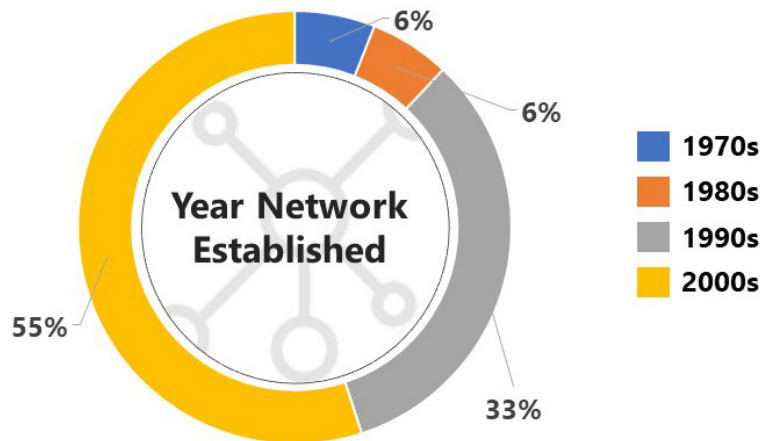
"We must work together to strengthen the entire group of networks. Carriers must recognize the value networks bring to the results."



A Look at the Agency Network Industry Segment in the US: General Network Information

Year Established

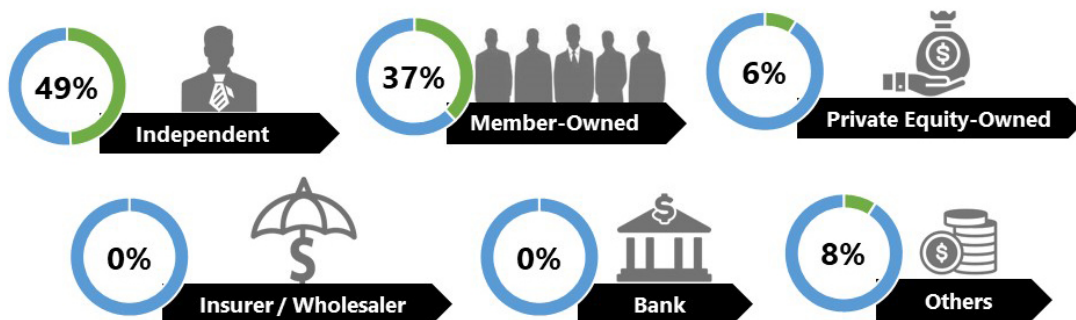
More than half of the inaugural survey’s respondents are from relatively young insurance agency networks, established in the 2000s, while a third are from networks created in the 1990s. Six percent of those polled are from networks established in the 1980s, while the remaining six percent come from networks that began in the 1970s.



Ownership Structure

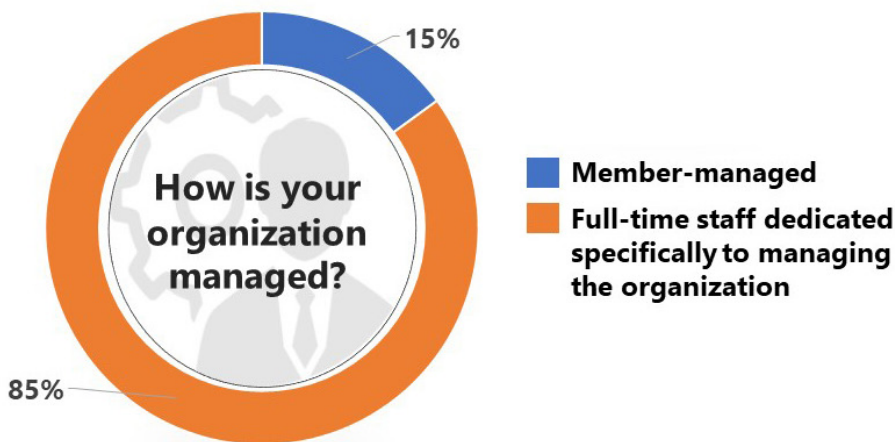
In terms of ownership structure, half of the respondents reported that their networks are independently owned, 37 percent are owned by members, and six percent are private equity owned. The remaining eight percent are either owned via partnerships or owners who also have owned agencies in the cluster. It is important to note that the ownership structures shown here reflect only the survey participants’ responses. While the INA is aware that there are wholesalers that own networks, none of the study’s participants are from networks owned by wholesalers.

Network Ownership Structure



Management of Network

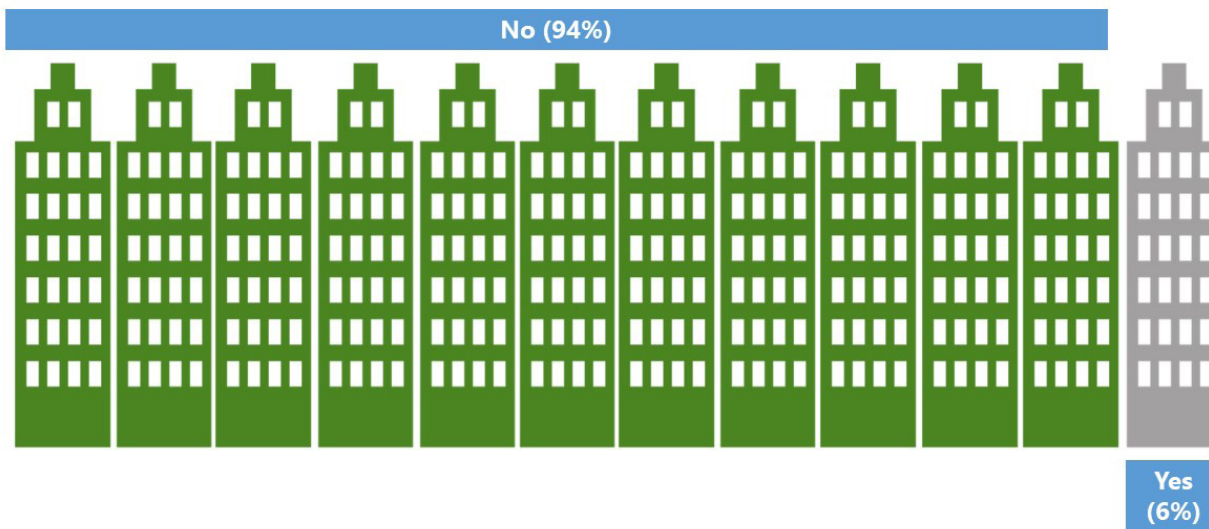
The majority of insurance agency network members polled come from professionally managed networks. This means that the networks' operations are managed by full-time staff hired specifically to oversee the organization. The remaining 15 percent said their networks are managed by members.



Franchise: Yes or No?

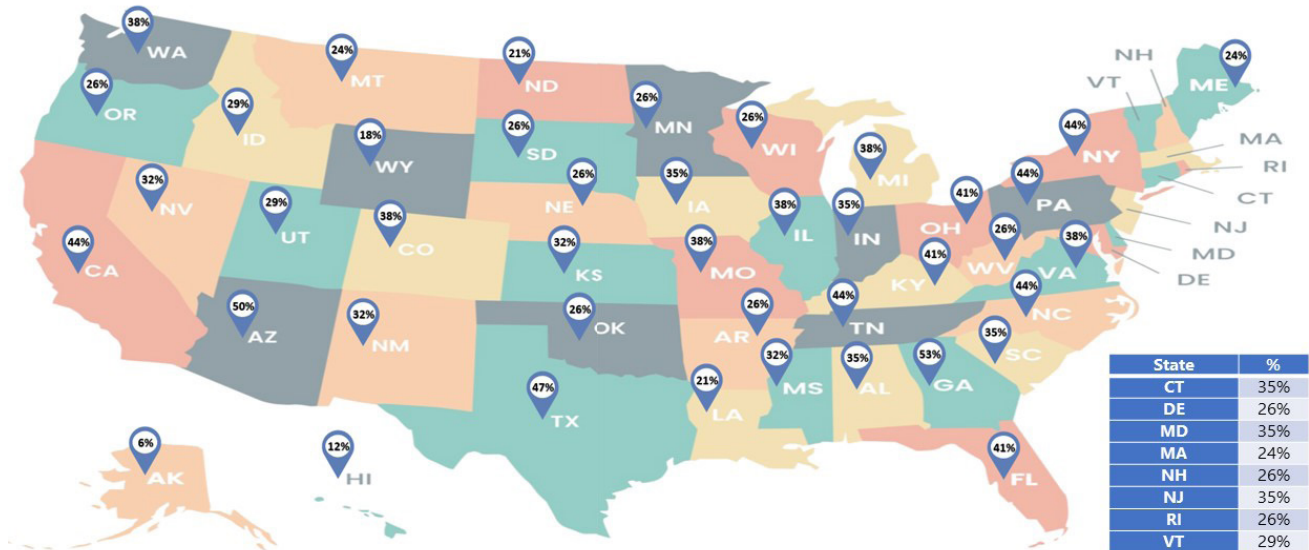
An overwhelming majority of the survey participants said that their networks do not operate as a franchise. Only six percent reported that their networks operate as a franchise.

Is your operation a franchise?



States Where Networks Operate

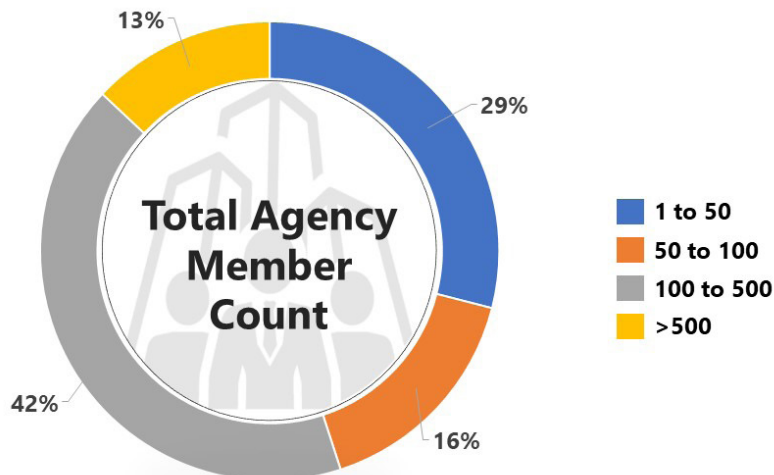
Insurance networks are vastly distributed across the U.S. Georgia, Arizona and Texas topped the list of states where networks operate and, thus, face more competition. Tied on the fourth spot are California, New York, North Carolina, Pennsylvania, and Tennessee. The fifth spot is occupied by Florida, Kentucky and Ohio. States with the least number of network members reported are Alaska, Hawaii and Wyoming.



STATES Where Networks Operate

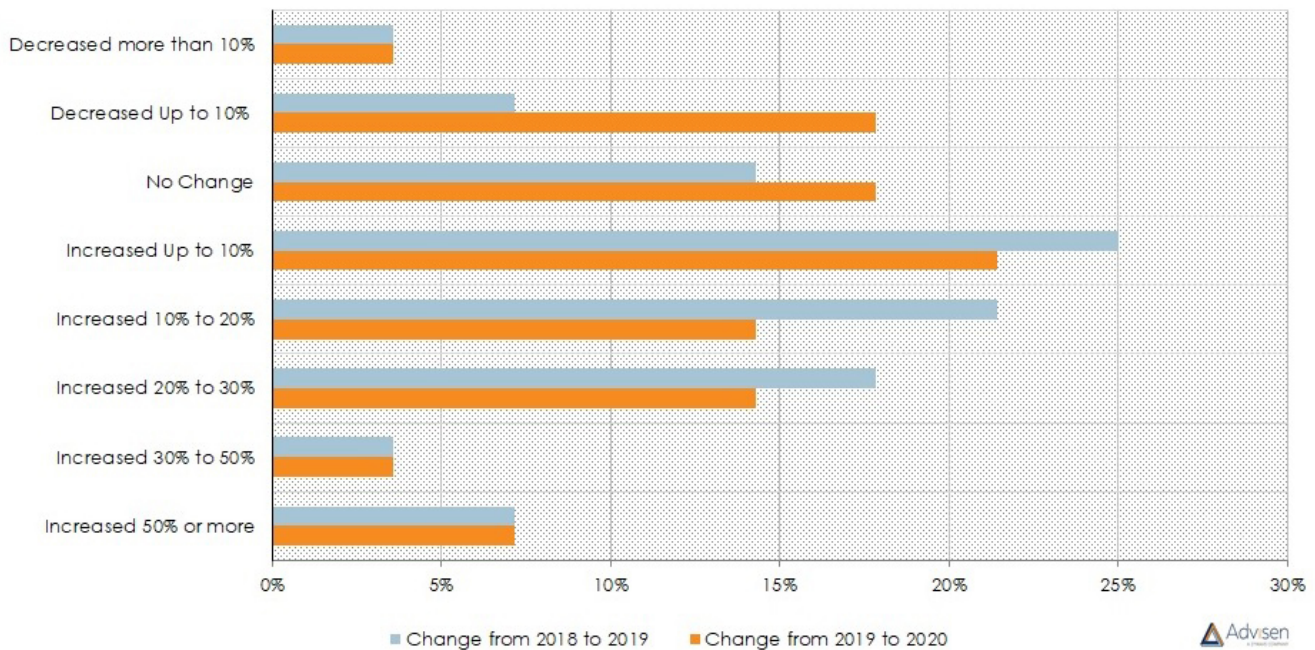
Member and Employee Count

Nearly 60 percent of those polled are from mid-sized insurance networks with 50 to 500 members. Twenty-nine percent said their networks have less than 50 agency members, while 13 percent have more than 500 agency members.

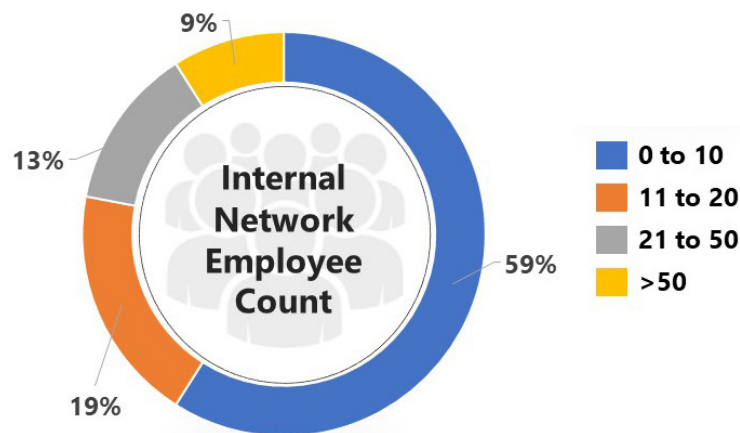


Survey respondents were asked to provide the number of agencies in their network for 2018, 2019 and 2020. Using the numbers provided, the INA and Advisen calculated the rate of growth of agency membership. This analysis of agency member count shows that while agency membership growth continues, the rate of growth declined between the 2018-2019 and the 2019-2020 periods. Median growth rates in the 2018-2019 were pegged at 10.2 percent, higher than 5.2 percent for 2019-2020. In keeping with the decline in the median growth rates, a number of the respondents showed a slower growth in the second period than in the first period.

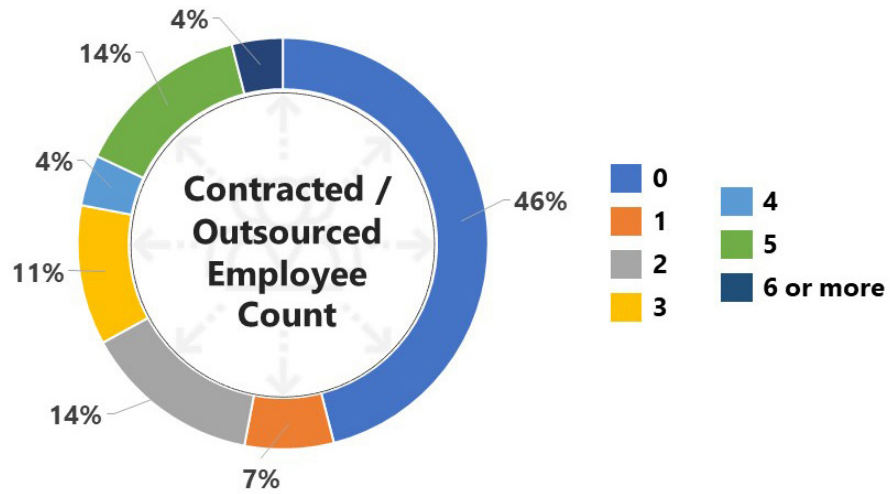
Growth Rate for Agency Member Count



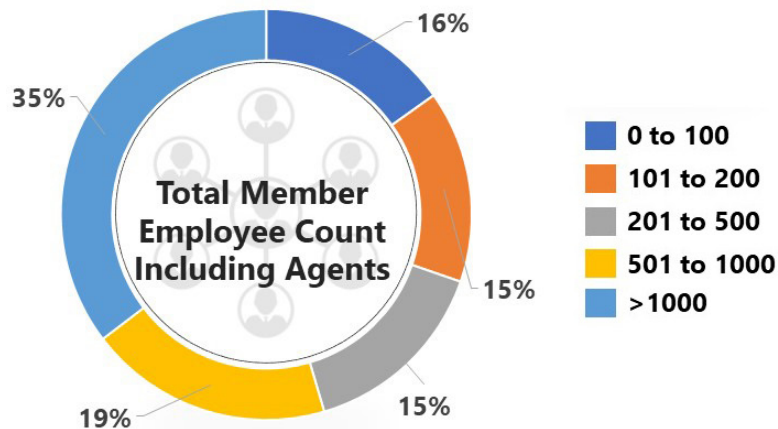
Most networks operate with a relatively modest number of staff. A little more than three-fourths of those polled are from small networks with less than 20 internal employees, 13 percent are from networks with 21 to 50 internal network employees, and nine percent are from networks with more than 50 internal employees.



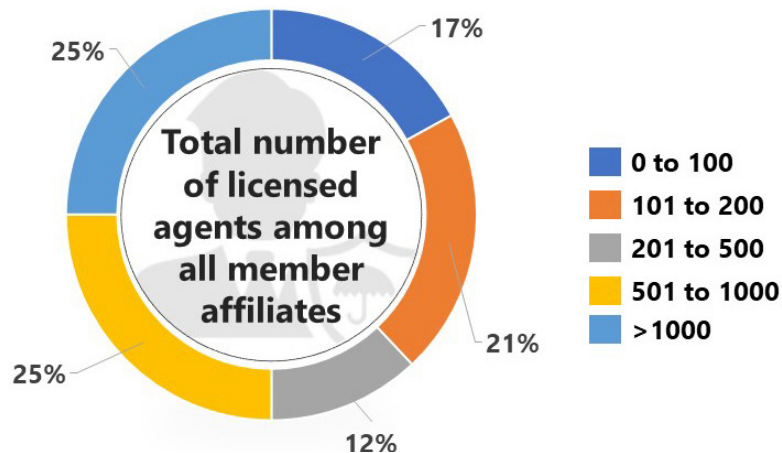
Nearly half of the agency network members who responded to the survey reported that their agencies do not employ contracted or outsourced employees, while 50 percent have one to five contracted employees. Four percent of those polled reported having six or more contracted or outsourced employees.



Fifty-four percent of those surveyed said their networks have more than 500 employees including agents, while 46 percent have less than 500 employees and agents.



Fifty percent of those polled have more than 500 licensed agents among member affiliates, 12 percent have 201 to 500, 21 percent have 101 to 200, and 17 percent have less than 100.





Agency Membership Requirements

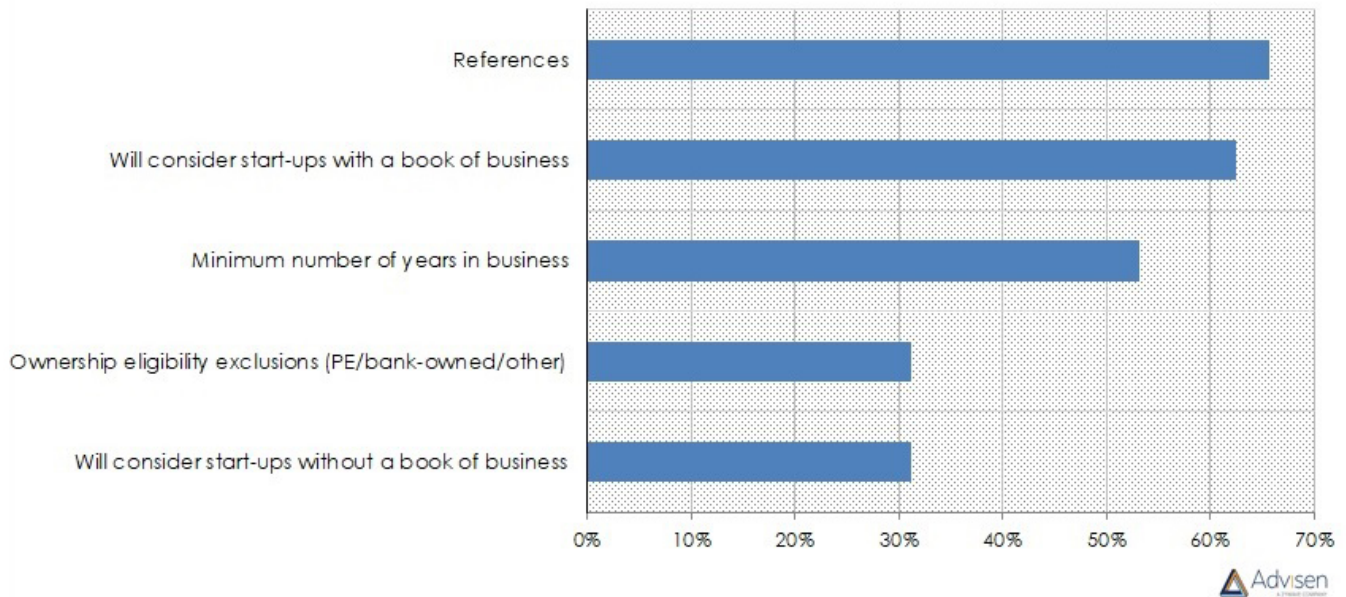
“One of the most widespread misconceptions about agency networks is that agents can join without qualification or participation requirements,” according to members of the INA Advisory Committee. To understand what is required of agencies applying to become members of agency networks, the INA and Advisen asked survey respondents about agency membership requirements across various facets – experience, financial performance, book performance, technology, and carrier alignment and matching. Responses quickly dispel misconceptions about how insurance agency applicants are vetted.

“Our agency has a variety of programs available to suit the needs of all agent experience levels. There are some guidelines and minimum requirements in place in order for agencies to be able to access our core carrier partners and products,” one agency network respondent said.

Experience

The survey looked into the general areas that networks assess when reviewing the application of an agency. At 66 percent, references topped the list of factors that networks consider. A close second (62 percent) is whether or not the agency applicant will consider start-ups with a book of business, while third is the minimum number of years in business (53 percent).

General Experience



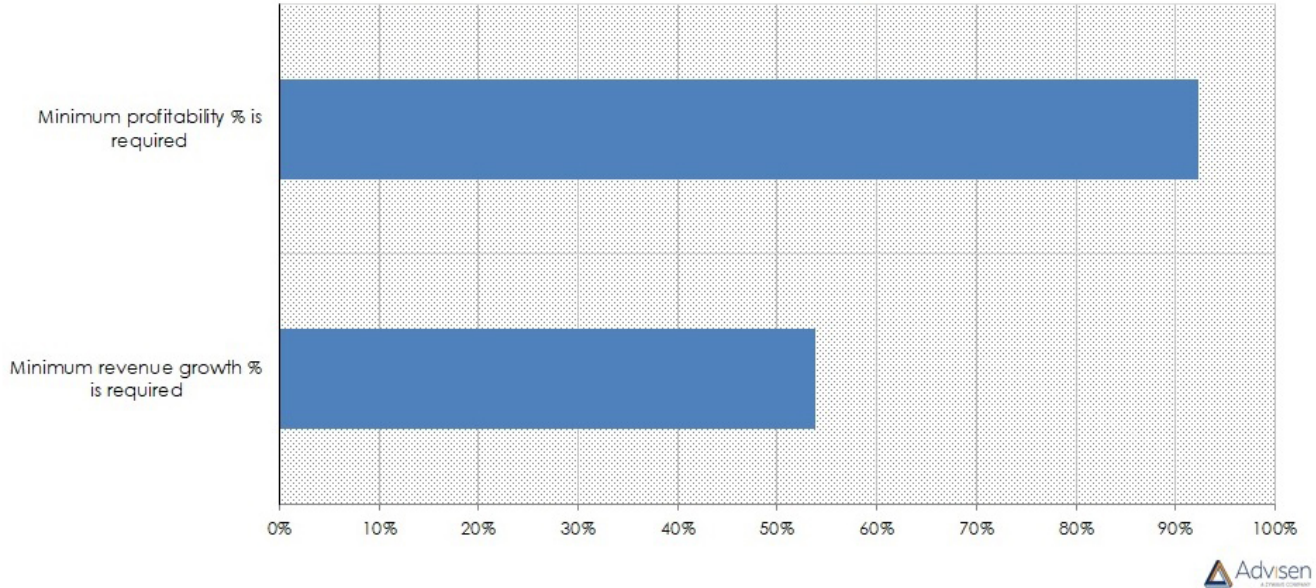
Financial Performance

When it comes to agency financial performance requirements, the top consideration is the minimum profitability percentage (92%), while a far second is the minimum revenue growth percentage (54%).

According to one respondent, they look at “Growth and profitability with the carriers, aggregating all premium in common with network. (Also) maintaining a current ratio of one or higher.” For another poll participant, his network requires “\$1 million minimum commission revenue.”

Some also look at other financial factors such as loss ratio. “3+ producers; minimum of 500K in revenue; business split 60% CL; niche focus of agency; 5-year loss ratio of less than 55%; cultural alignment,” said one respondent.

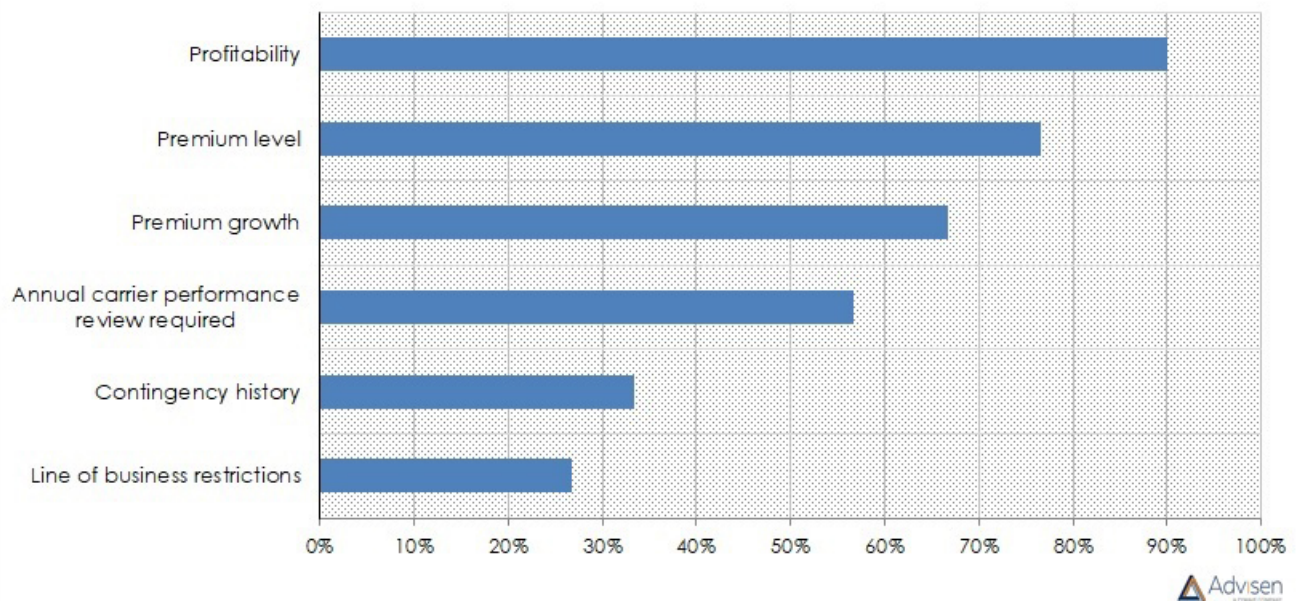
Agency Financial Performance Requirements



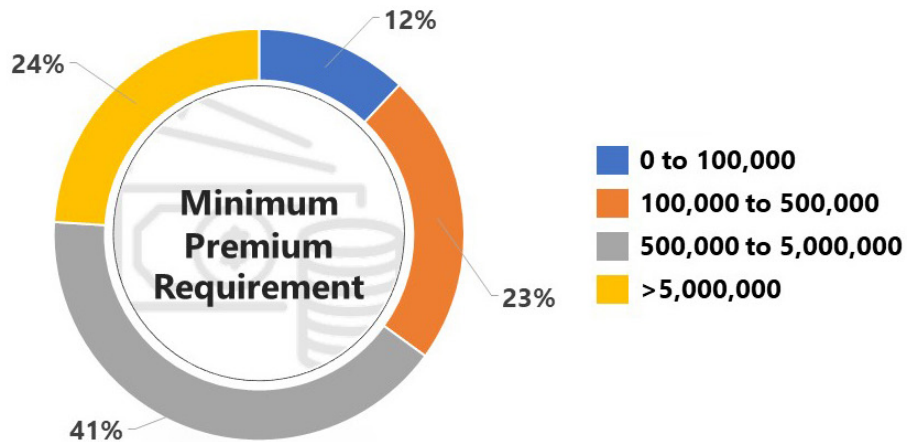
Book Performance

Insurance networks’ top considerations when looking at a prospective agency member’s book performance are profitability (90%), premium level (77%) and premium growth (67%).

Book Performance Requirements



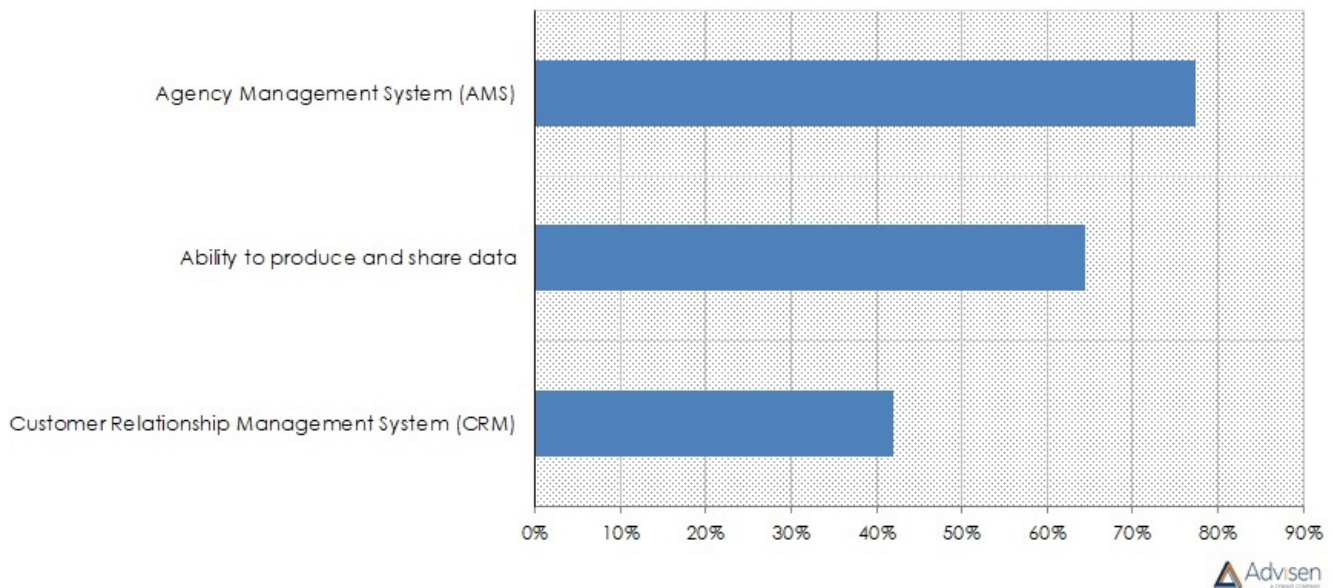
Forty-one percent of those polled said their insurance networks have a minimum premium requirement of \$500,000 to \$5 million, while 24 percent said their networks require more than \$5 million in premium. A fourth (23%) pegged their networks' minimum premium requirement at \$100,000 to \$500,000, while 12 percent reported less than \$100,000.



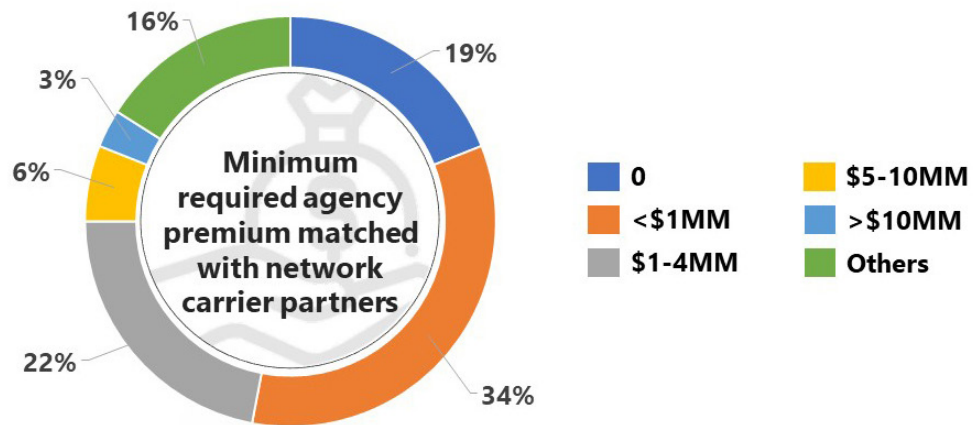
Technology Requirements

At 77 percent, the agency management system or the technology that insurance agencies use to organize their book of business, manage data, and automate other processes is the main technology-related factor that networks look at when vetting an agency applicant. The agency's ability to produce and share data (65%) is the second most important factor, while the customer relationship management system that the agency uses (42%) came in third.

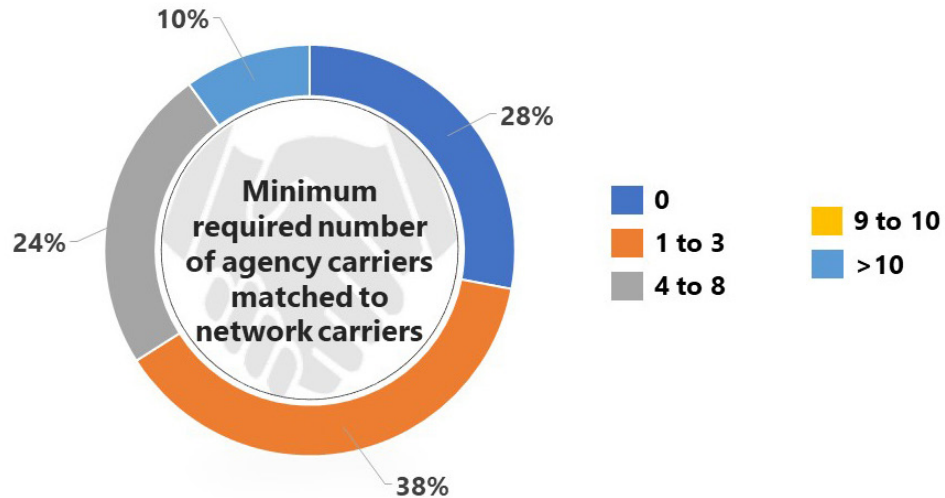
Technology



In terms of matching of the book of a prospective member to network carrier partners, the minimum required agency premium matched with network carrier partners is \$1 million or less for 34 percent of those polled, \$1 million to \$4 million for 22 percent, zero for 19 percent, \$5 million to \$10 million for six percent, and more than \$10 million for three percent. The remaining 16 percent had other responses.



Asked about the minimum required number of agency carriers matched to network carriers, 38 percent said one to three, 28 percent said zero, 24 percent said four to 8, and 10 percent said greater than 10.



Additional Business Expectations Unique to Respondents' Networks

Members of agency networks polled were asked to describe the other business expectations that are unique to their agency networks. Responses include the quality and character of ownership, a growth-oriented marketing plan, KPI management by a carrier, community and industry involvement, and attendance at regularly scheduled board meetings.

One respondent explained what they expect from applicant agencies. "As a membership organization we expect members to fund whatever annual budget they agree, this can be accomplished thru use of programs where excess revenues are generated, by dues and or assessments. We 'prefer' members support at least four endorsed programs (out of 20+) but it's not a requirement of membership."



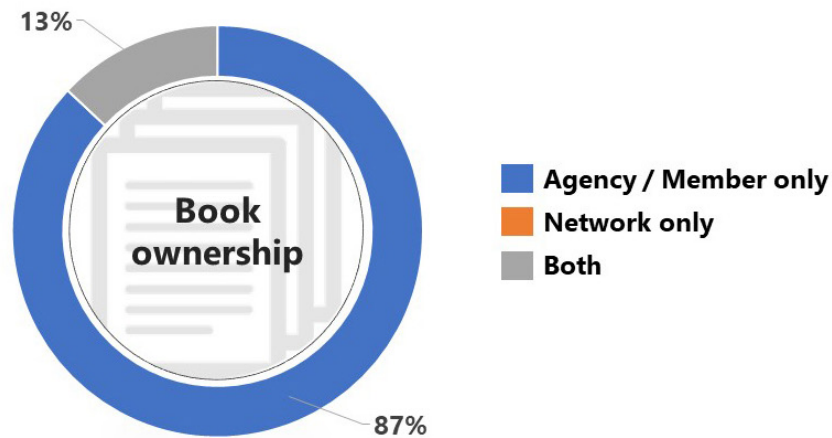
Agency Contract

Who retains ownership of the book? Will an agency have access to carriers even after it exits the network? What contract cancellation options are available to members? What types of fees are members required to pay? What are the terms for profit sharing?

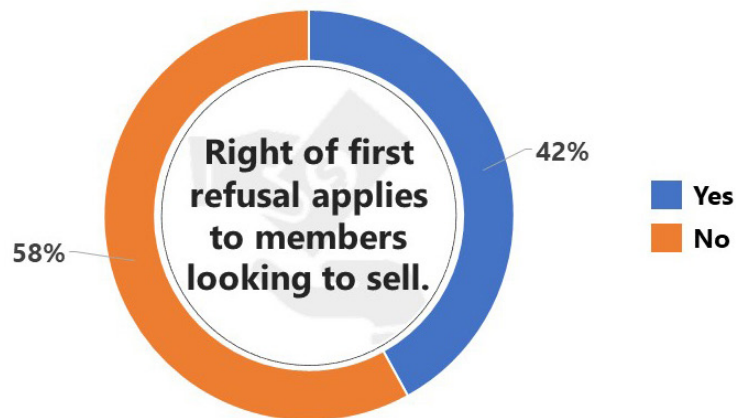
In this section, the INA sought to understand what a network contract includes, what limitations exist, and how networks obtain their revenue.

Contractual Provisions

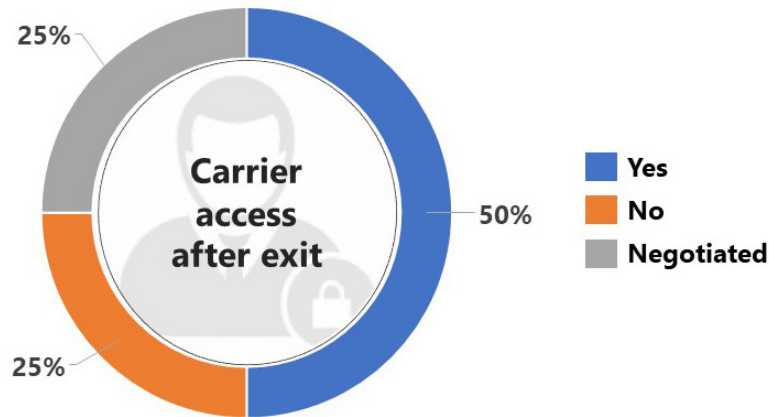
The majority of network representatives polled said book ownership is retained by the agency member, while 13 percent said ownership is retained by both the agency member and the network. None of the respondents reported book ownership solely by their networks.



Forty-two percent of respondents said right of first refusal applies to members who are looking to sell. The remaining 58 percent said it does not apply members who are planning to sell.

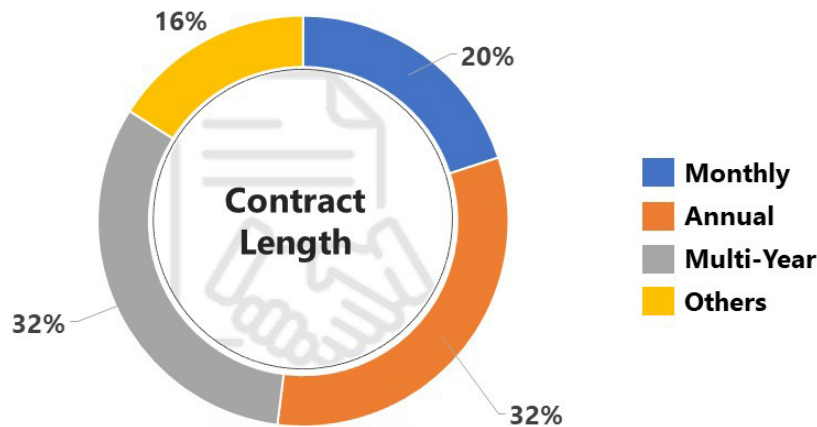


Half of the insurance agency representatives surveyed said their access to carriers remain even after exiting their network, while 25 percent lose their access. For the remaining 25 percent, access to carriers can be negotiated after exiting their network.



Network Membership Contract and Fees

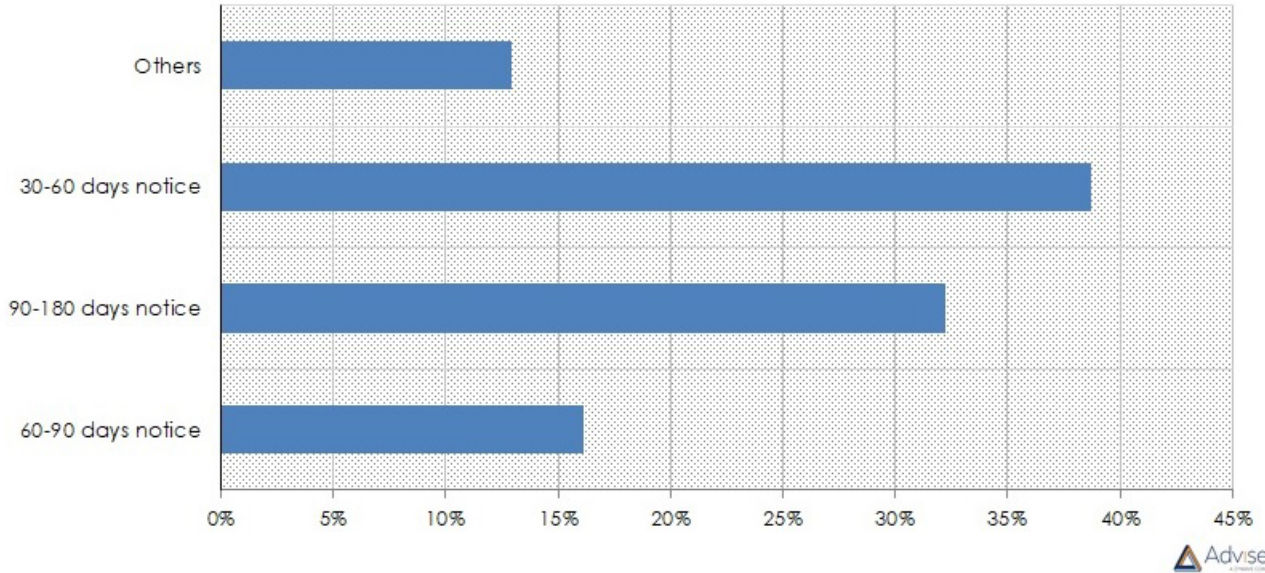
Contract length varies among respondents. Thirty-two percent of those polled said their networks have an annual contract, while another 32 percent employ a multi-year contract. For a fifth of the respondents, their networks have a monthly agreement. Of the 16 percent that responded "Others", most reported an evergreen contract. One said "no time period but must buy out." Another respondent said "agency becomes an owner subject to operating agreement until exit."



Contract exit options also vary widely among respondents. For 39 percent of agency network representatives polled, members must provide 30 to 60 days' notice prior to exit. For 32 percent of the survey participants, members are required to notify their networks 90 to 180 days before their planned exit. For 16 percent of poll participants, 60 to 90 days' notice is required prior to a member agency's exit. Among those who responded "Others", some said that they can exit anytime, while some said 10 days. Another respondent said that their network requires a minimum of 180 days' notice. One respondent said that their contract does not provide information about contract exit options.

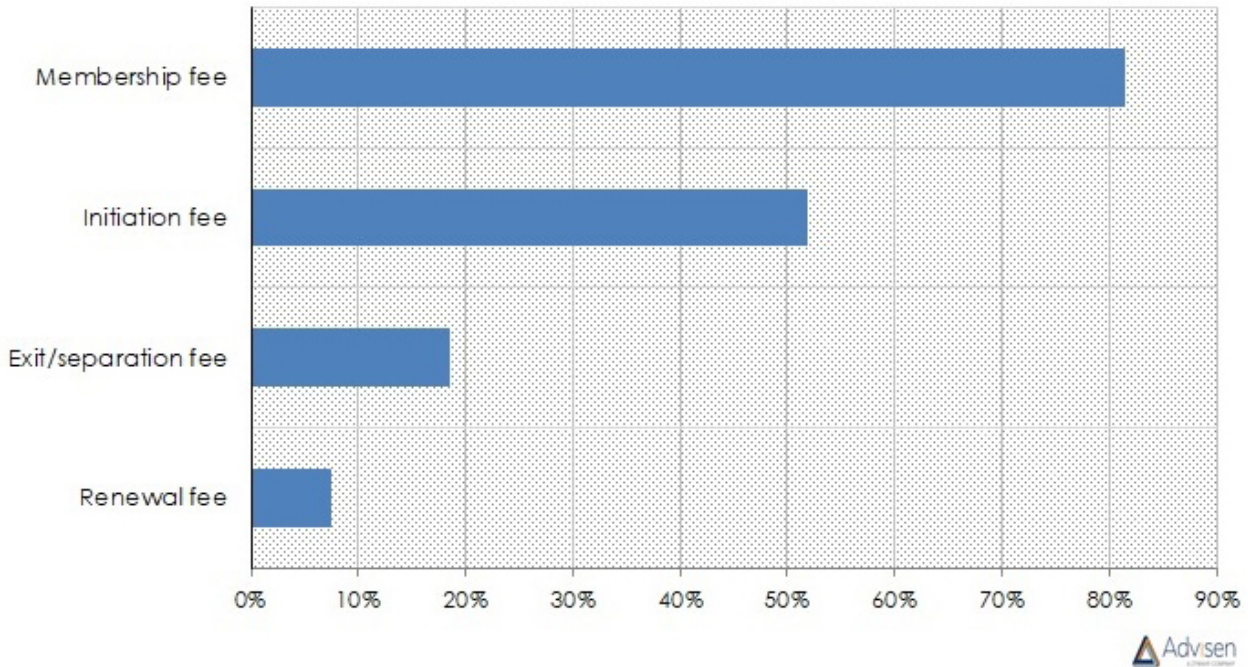


Contract Cancellation/Exit Options



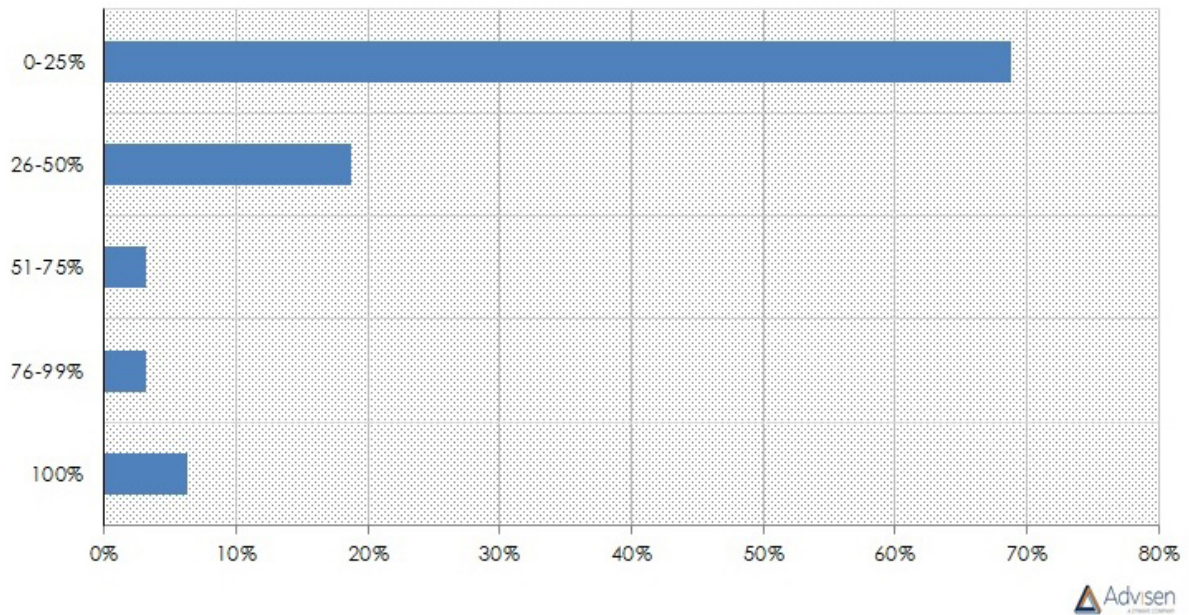
Survey participants said their member agencies pay membership fees (81 percent), initiation fees (52 percent), and renewal fees (7 percent). A fifth of those polled reported that their networks require agencies to pay exit or separation fees when they decide to leave the network.

Fees



In reviewing a contract prior to joining a network, one of the major considerations is the profit sharing agreement, which varies per network. This largely depends on the model being used by the network, according to survey participants. For 69 percent of the respondents, zero to 25 percent of profit is retained by the network, while 19 percent said their networks retain 26 to 50 percent of the profit. Three percent of those polled reported networks retaining 51 to 75 percent, while another three percent said networks retain 76 to 99 percent of profit. The remaining six percent said networks retain 100 percent of the profit.

Profit Sharing (Retained by Network)

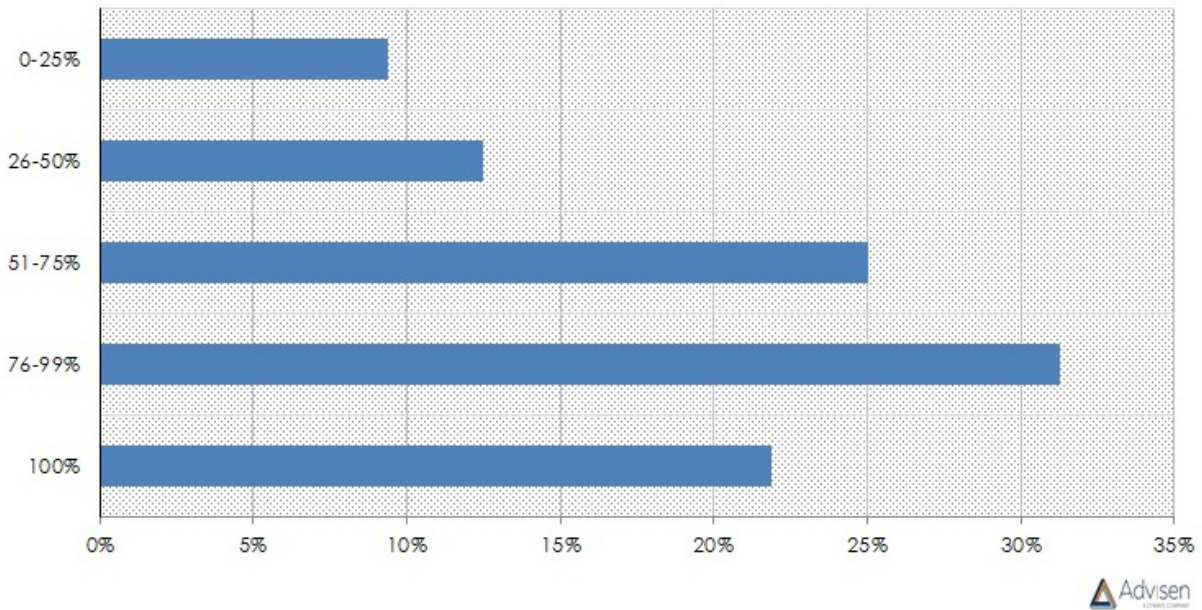


When it comes to profit retained by member agencies, 31 percent said 76 to 99 percent of the profit is paid to member agencies, while 25 percent said 51 to 75 percent go to the agencies. According to 22 percent of respondents, 100 percent of profits are retained by their member agencies. The remaining nine percent said zero to 25 percent of profits go to member agencies.

Responses to the two questions on profit sharing are in sync in the sense that they show that a larger portion of profits is retained by member agencies.



Profit Sharing (Retained by or Paid to Member Agencies)



Network Services Offered to Member Agencies

“We attack agency pain points and optimize the good for greatness in execution,” one agency network representative responded when asked to comment about services offered to members.

One of the most significant benefits of being part of a network are the various services that the affiliation brings. Networks serve as a platform for keeping members up to date about best practices, emerging trends, industry issues, advancements in insurance technology, and many other information. Sharing of resources is one of the ways networks add value to its members. According to one poll participant, “A lot of services that we provide come from consensus of member agencies.”

How do agency networks provide services? A respondent from one agency network mentioned taking “a state-by-state approach to servicing its partner agencies. Each state is run by a team of dedicated professionals, holds its own annual meeting, and networks with carriers and agencies at a state and regional level.”

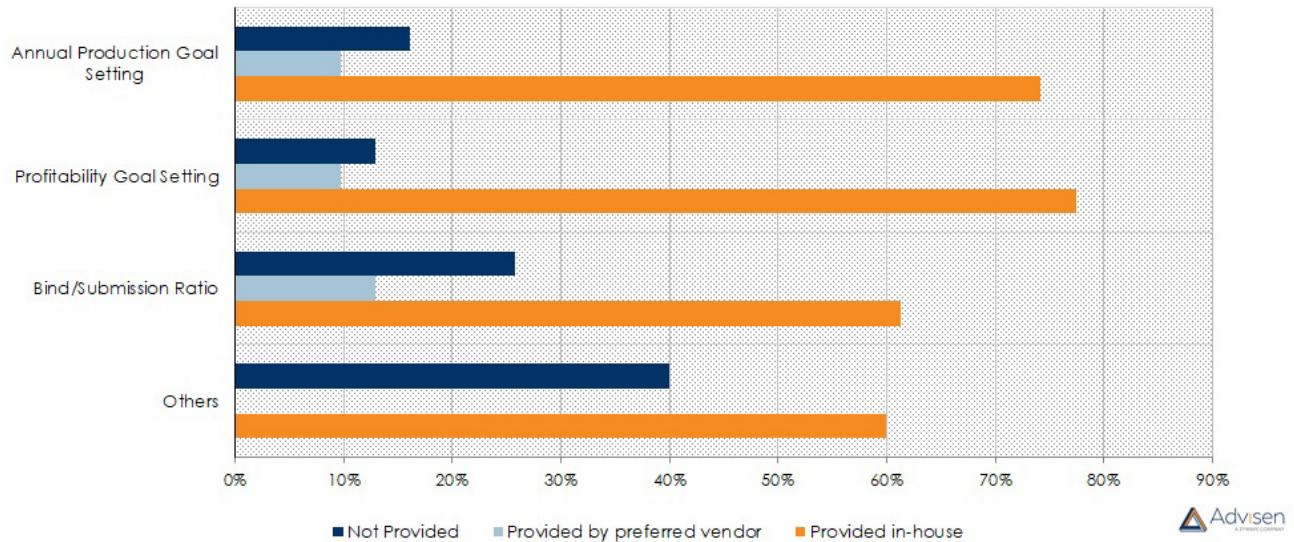
For another survey participant, one important service is providing agencies with a platform to share views with their peers. “We’ve an environment where members routinely share their business issues, concerns and problems in order to capitalize upon the networked intellectual capital of members. This is and has been the principle benefit of membership for more than 45 years according to the annual membership survey – no other network has anything similar to the universal camaraderie defining membership in our networks – seven members belong to other agency groups, principally for contingent revenue.”

For this inaugural survey, the Insurance Networks Alliance requested its member networks to provide information on the services they offer to their members. In identifying the services offered, they were also asked whether the services are provided in-house or through a vendor.

Services Offered

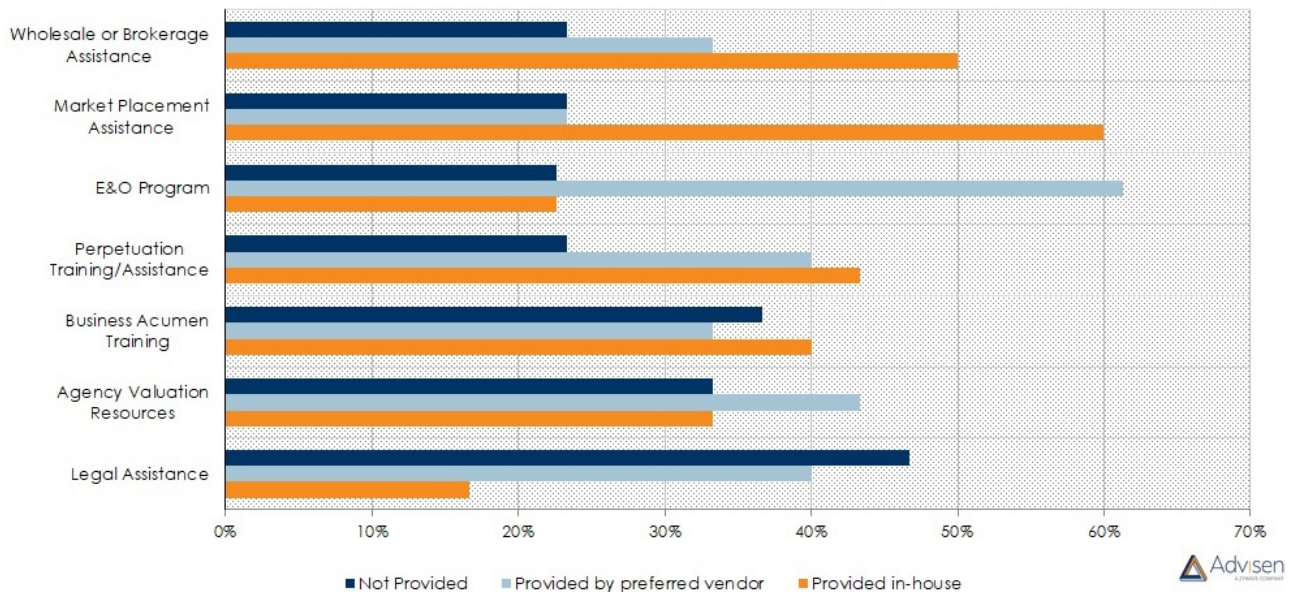
An analysis of responses shows that many networks offer strategic and other planning services to their members. These networks tend to provide profitability goal setting, annual production goal setting, and bind/submission ratio assistance. “Strategic planning sessions (are) held with each new member and quarterly programs to launch in 2022,” one respondent shared.

Strategic or Other Planning Offered



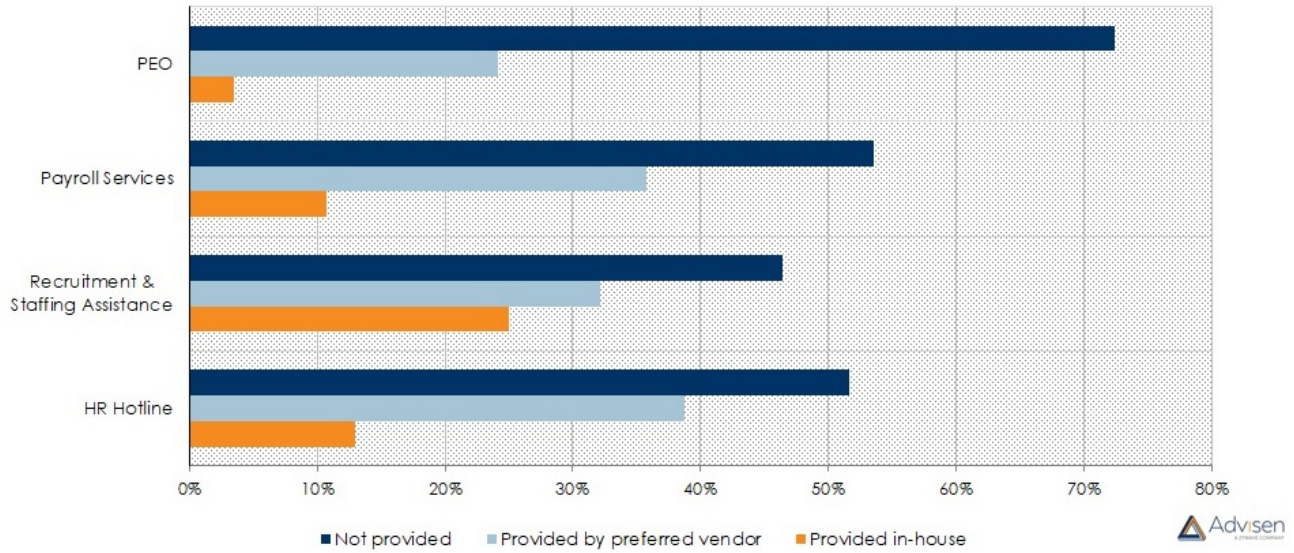
Members also benefit from various business services. Networks tend to offer market placement assistance, wholesale or brokerage assistance, perpetuation training or assistance, and business acumen training in-house. Services such as E&O program and agency valuation resources tend to be provided using a preferred vendor. Agency networks polled either do not offer legal assistance or provide it using a preferred vendor.

Business Services



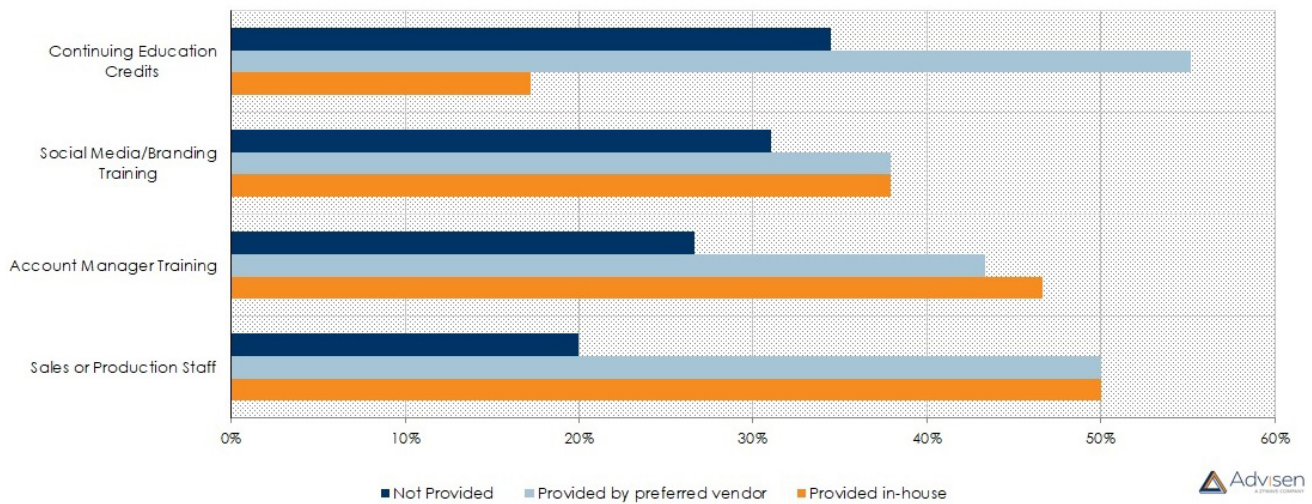
According to poll participants, their networks tend to not offer human resources services as such PEO, payroll services, HR hotline, and recruitment and staffing assistance.

Human Resources



In terms of training services, continuing education credits tend to be offered through a preferred vendor. Sales or production staff training, account manager training, and social media/branding training are offered either in-house or through a third-party provider.

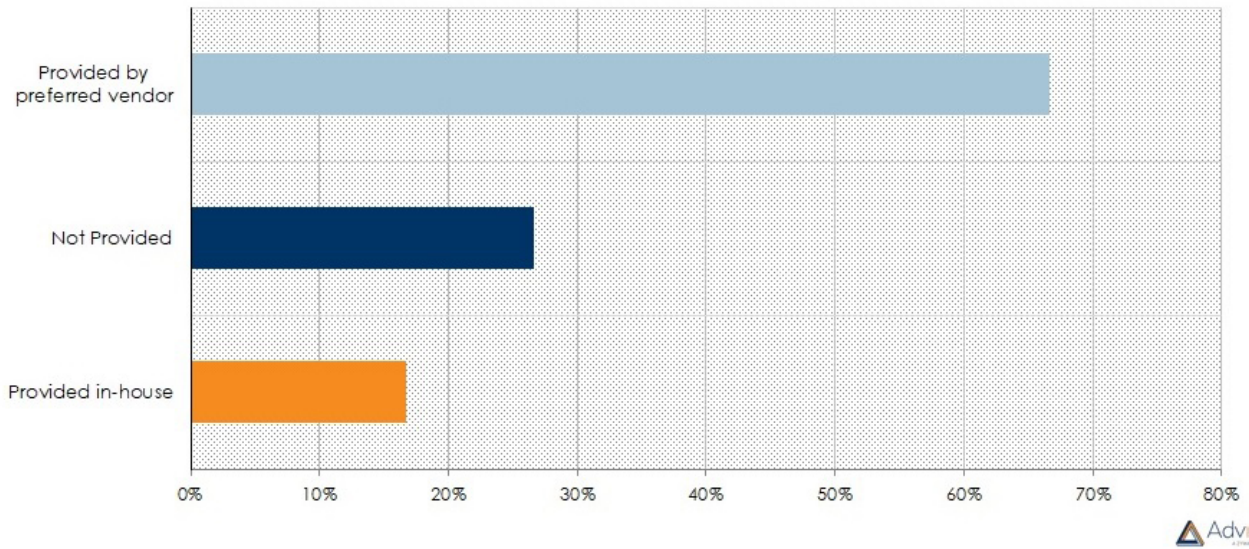
Training





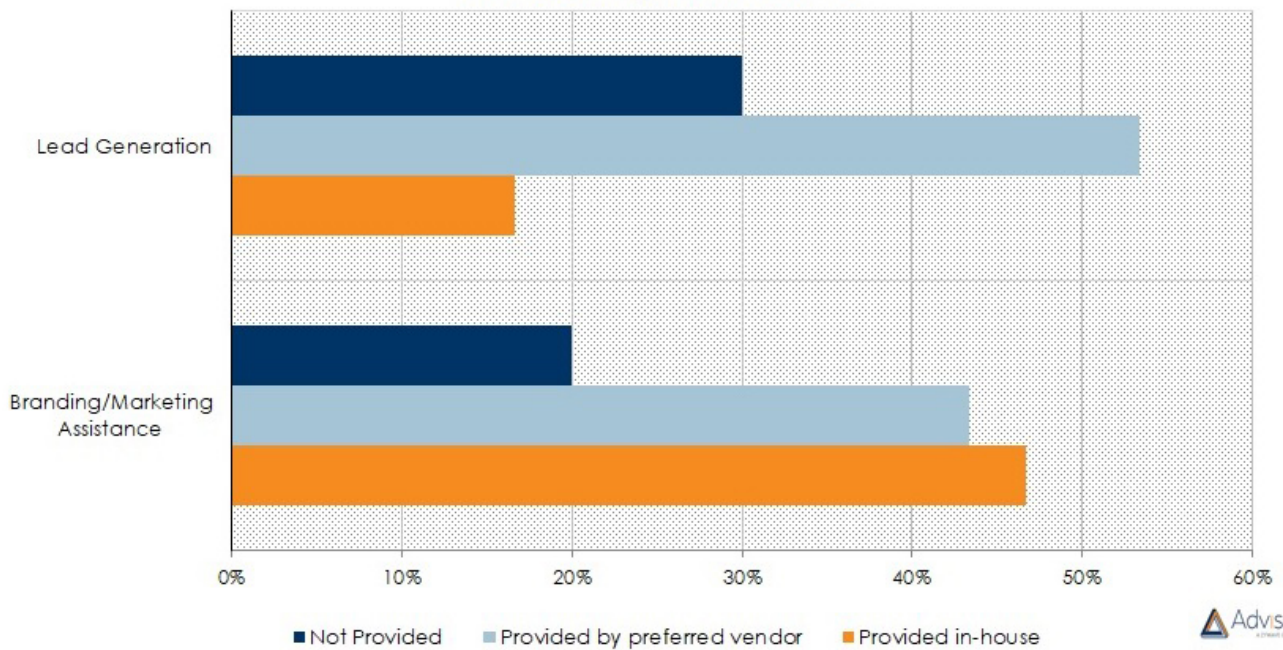
Financing services tend to be provided using a preferred vendor.

Financing



Agency networks polled provide members brand/marketing assistance either in-house or through a third-party provider. They also tend to provide lead generation services using a preferred vendor. “EverQuote – this is used as a lead provider for member agencies,” shared one respondent.

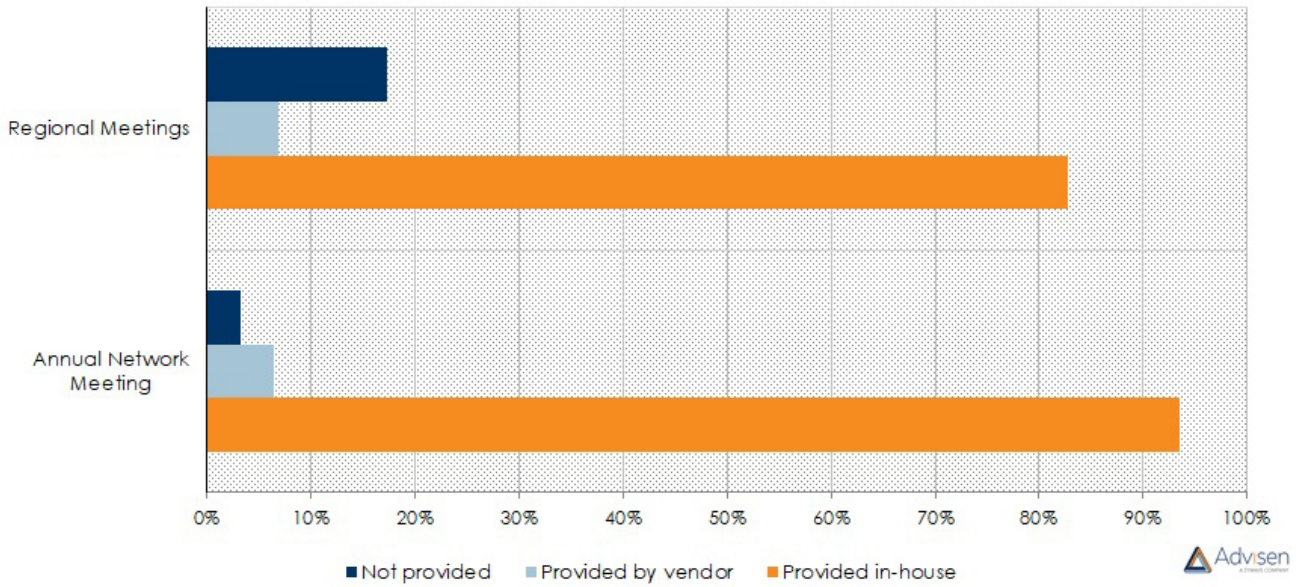
Marketing Assistance





The majority of agency networks surveyed conduct annual network meetings and regional meetings.

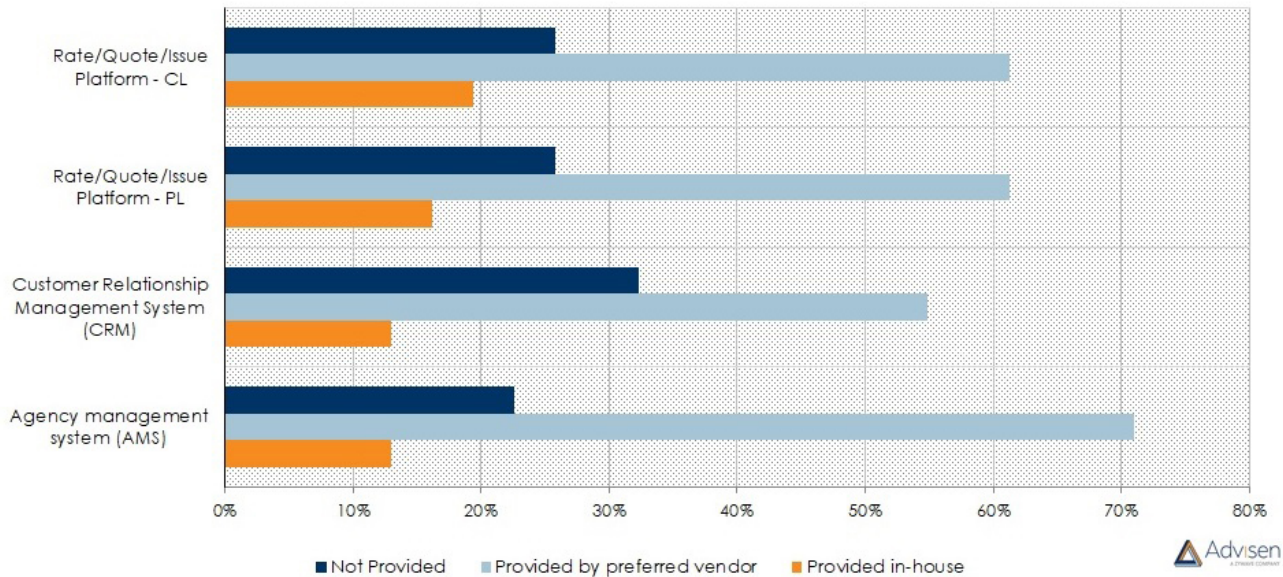
Business Meetings Offered



Member agencies benefit from various technology-related services such as agency management system (AMS), rate/quote/issue platform – CL, rate/quote/issue platform – PL, and customer relationship management system (CRM). All these services tend to be provided using a preferred vendor.

One respondent’s agency network “created an extensive technology guide for independent agents that provides information on over 95 insurtech vendors, most of which we have national partnerships.”

Technology



Other Services Offered

Participants to the **2022 Insurance Networks Study** were asked to describe the other services they offer to their members. One mentioned a franchise operation service. “We have an independent agency franchise operation, as well. Individuals can manage a corporate-owned franchise store or purchase a franchised independent agency from the network.”

Several respondents also mentioned providing loss-related services including loss control, loss run system and procurement, and large loss review. One poll participant specified that loss control consulting is provided at cost.

A number of agency network participants connect their members with their trusted service providers. “We endorse various service providers – insurers, brokers, technology, other networks – where we have either a discount cost agreement or we’ve determined to be ‘best in class,’” shared one respondent. Others also connect their members with preferred vendors of IT, phone services, data analytics, and other services. Some also have a buyer-seller matching service.

Several agency networks polled also mentioned offering cyber programs to protect member agencies. Some respondents have a full customer service option that includes accounting, data entry, policy service, and claims, while others offer financial services.

Other additional services listed by respondents were agency valuation, claims consulting, benefits general advisory, captives, workflow management, people management, sales management, logos and branding, domains and hosting, e-mail and hosting, websites, digital solutions, back office support, business phone solutions, agency operations, and benefits general advisory.

Services That Networks Plan to Offer

Commenting on opportunities for networks, a study participant mentioned the “development of substantial services provided to members to compete with large brokerage models.” Another underscored the need to always be on the lookout for opportunities to add value by adding services that will significantly help member agencies.

Asked if there are any additional services the network is looking to add, one respondent said that they “attempt to provide any services, carriers, MGAs, brokers, etc. where at least two members seek a preferred trading agreement.” Several respondents shared their plans to add an in-house customer-facing service center, while others said they are looking at sourcing, recruiting and training new producing talent.

Other services that agency networks plan to add include rate/quote/issue – CL, OPS/margin BPs, claims management resource, E&O Program, and marketing services.

Technology

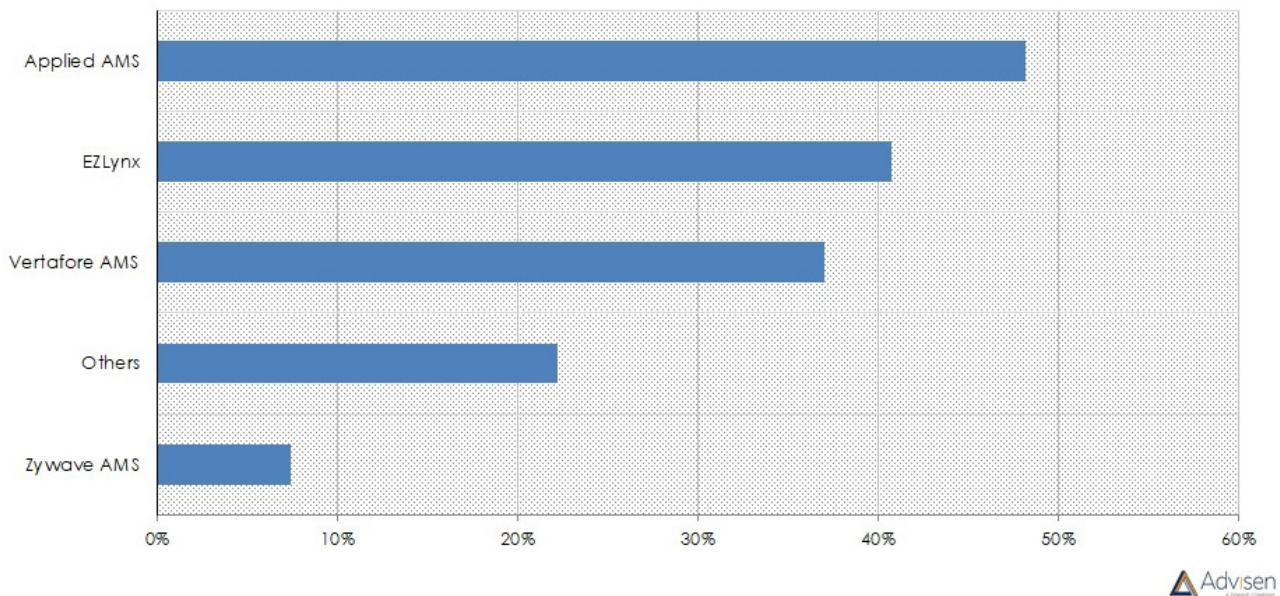
“Technology today empowers the agency of the future,” said an agency network representative who responded to the **2022 Insurance Networks Study**. Comments from survey participants show that they recognize technology as a crucial tool in delivering essential services and boosting their competitive advantage. In the past decade, the insurance industry has witnessed an accelerated digital transformation. Various segments of the industry are exploring new channels to better serve their customers, partners and other stakeholders. Insurance agency networks are utilizing digital platforms and exploring various insurance technologies to power up their business.

One respondent said his network “endeavors to bring agents, technology, vendors, and companies together in a forum to adopt common approaches to e-commerce strategy and to agent-company work processes using the internet, browser-based systems, and web-based client interaction programs. We know if we take better care of our customers, we will survive, thrive, and prosper. Technology empowers our ability to do this and helps reinvent the local independent agency.”

Agency Management Systems Used

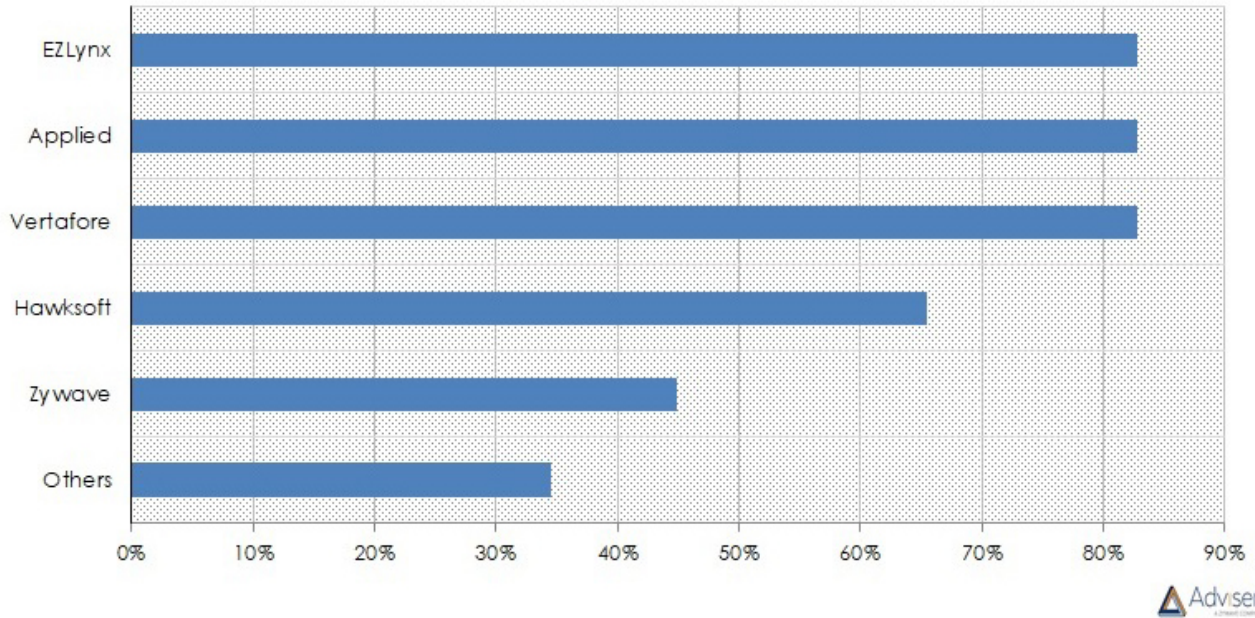
Respondents to this survey were asked about the technology used by their networks and their members. The first area that the study looked into are agency management systems or AMS. These are single platforms created to make the workflows of networks and agencies more efficient. These systems are designed to automate and consolidate workflows, as well as simplify complex tasks. Among networks, the top agency management systems used are Applied AMS, EZLynx, Vertafore AMS, and Zywave AMS. Those who responded “Others” use Agency Matrix (a Zywave system), Epic, Salesforce, and Veruna. Two respondents said their networks do not use any AMS.

Agency Management Systems (AMS) Used by Network



Among agency members, the top agency management systems used are Applied, EZLynx, Vertafore, Hawksoft, and Zywave. Those who responded “Others” use Agency Matrix, Better Agency, Epic, ITC, NASA, Neon, Nexsure, Now Certs, PartnerXE, QQ, SIS, Special Agent, TAM and Veruna. Two respondents said their networks do not use any AMS.

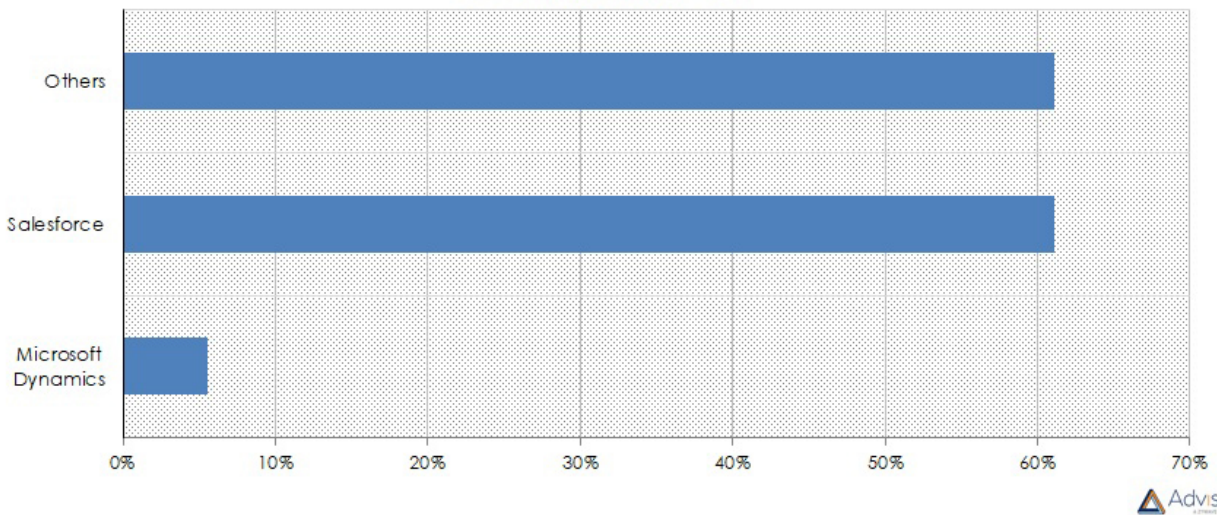
Agency Management Systems (AMS) Used by Members



Customer Relationship Management Systems Used

When it comes to customer relationship management (CRM) systems, more than half of the poll participants said that their networks use Salesforce, while six percent use Microsoft Dynamics. A huge portion of the respondents also mentioned other technology providers like API, EZLynx and Hubspot. Others mentioned using their own proprietary systems, while some said they have none at the network level.

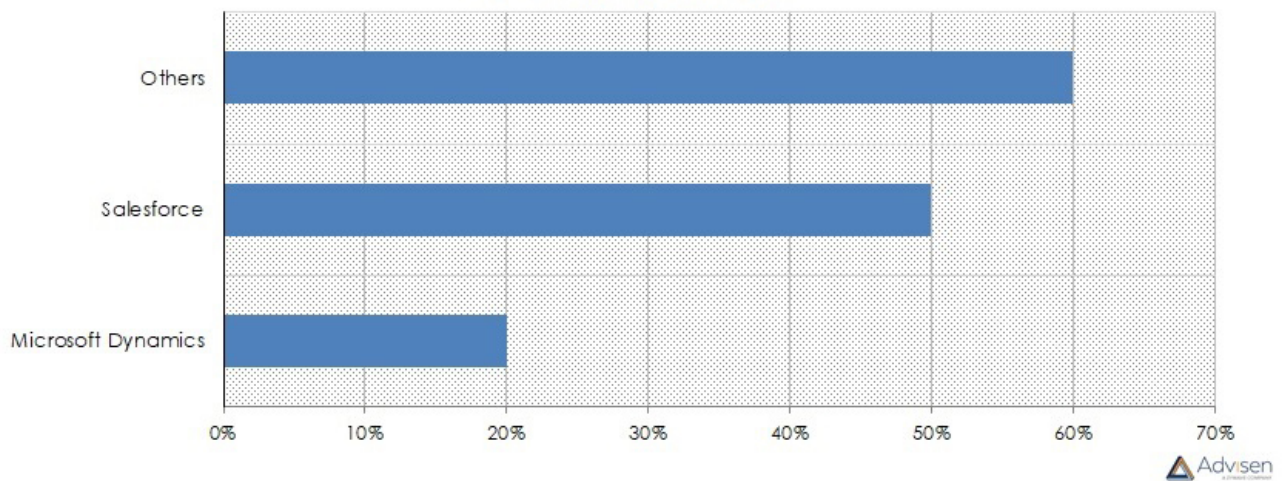
Customer Relationship Management (CRM) System Used by Network





Among member agencies, Salesforce is also the top CRM system used at 50 percent, while 20 percent mentioned using Microsoft Dynamics. Some of those who responded “Others” said their members use AgencyKPI, Agency Revolution, Agency Zoom, EZLynx, Hubspot, and ITC. Several respondents also mentioned using a proprietary CRM system, while some said they have no information on what CRM system their members use.

Customer Relationship Management (CRM) Systems Used by Members



Other Management Systems Used

Apart from agency management systems and customer relationship management systems, some networks also utilize other platforms for specific areas of their business. Several respondents listed AMS360, Applied Portico, Broker Buddha, Salesforce, Semsee, Smart Start Program, Tarmika, and Vertafore as their suppliers for submission systems.

When it comes to lead management, the suppliers listed by respondents were Discovery Data, Maestro, Marketing Cloud, Microsoft Dynamics, Pardot, and Veruna.

In terms of data analytics, the providers mentioned were AgencyKPI, DONNA, GrowthTrak, InsuredMine, Our Brains, Qlik Sense, Risk Match, and Zoho.

Other Preferred Technology Vendors

Respondents were requested to provide the names of their other preferred technology vendors and the specific areas where they use them. Here are their responses.

Vendor	Use
Agency Revolution	Insurance marketing
CEAuthority	Online insurance continuing education
Cloud Server Techs	IT and telephony solutions
ComResource	IT assistance
DocuSign	Electronic signatures
Indio	Electronic submission
Semsee	Quoting
TotalCSR	Training
Zywave	Website builder

Size and Growth of the Agency Network Industry Segment

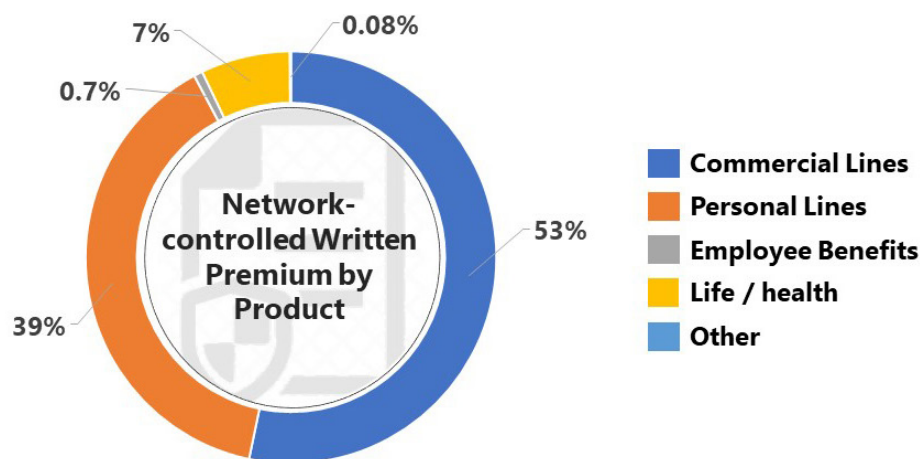
One of the major reasons that prompted the Insurance Networks Alliance to embark on this study is to track the size and growth of networks. Agency network participants were asked a series of questions to help the INA understand the size, makeup and growth of its member networks. Responses gathered were then consolidated with other responses to develop a financial overview of the industry.

Total Controlled Premium

An analysis of the numbers provided by respondents for 2018, 2019 and 2020 shows that total network premium that is controlled by both the networks and agencies is \$138 billion.

When looking only at total network-controlled premium, the amount is pegged at \$66 billion.

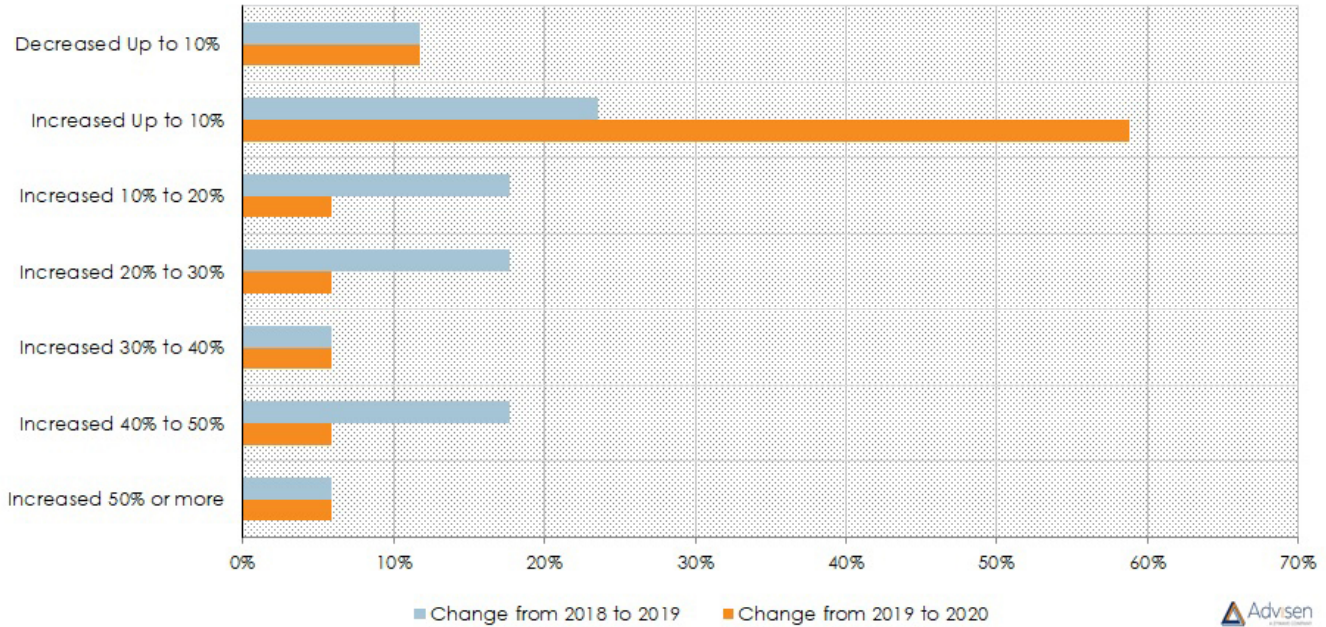
More than half of network-controlled written premium come from commercial lines, 39 percent from personal lines, seven percent from life / health, and one percent from employee benefits.



Growth Rate

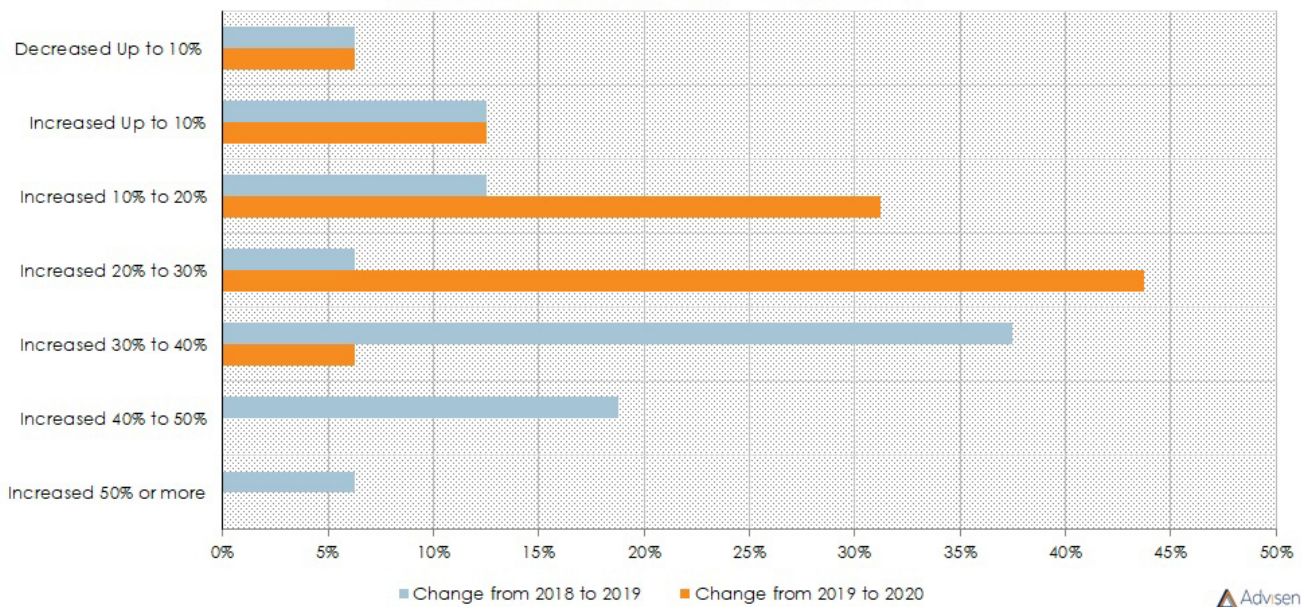
Survey participants were requested to provide their total network-controlled premium for 2018, 2019, and 2020. Using the numbers they provided, the INA and Advisen computed for the growth rate in network-controlled premium. The analysis shows that the median growth rate declined from 19 percent in the 2018-2019 period to 7 percent in the 2019-2020 period.

Growth Rate for Network-Controlled Premium



Similar with network-controlled, growth rates for network and agency-controlled premium also declined. Analysis shows that median growth rate ratio was down from 14 percent in the 2018-2019 period to 9 percent in the 2019-2020 period.

Growth Rate for Total Network Premium (Network and Agency Controlled)



Top Markets

Poll participants were asked to list down the names of their markets and the estimated network controlled written premium for each. For commercial lines, Travelers, Nationwide, Liberty Mutual, EMC, The Hartford, Acuity, Progressive, Guard, Accident Fund Group, and Westfield topped the list.

Top 10 Commercial Lines Markets for 2022 Insurance Networks Study Respondents

1  TRAVELERS	6  acuity
2  Nationwide	7  PROGRESSIVE
3  Liberty Mutual	8  GUARD
4  EMC	9  Accident Fund
5  THE HARTFORD	10  WESTFIELD

In the case of personal lines, the top 10 in terms of controlled written premium are Nationwide, Safeco, Travelers, Progressive, State Auto, Foremost, Penn National, Plymouth Rock, Westfield, and Mapfre.

Top 10 Personal Lines Markets for 2022 Insurance Networks Study Respondents

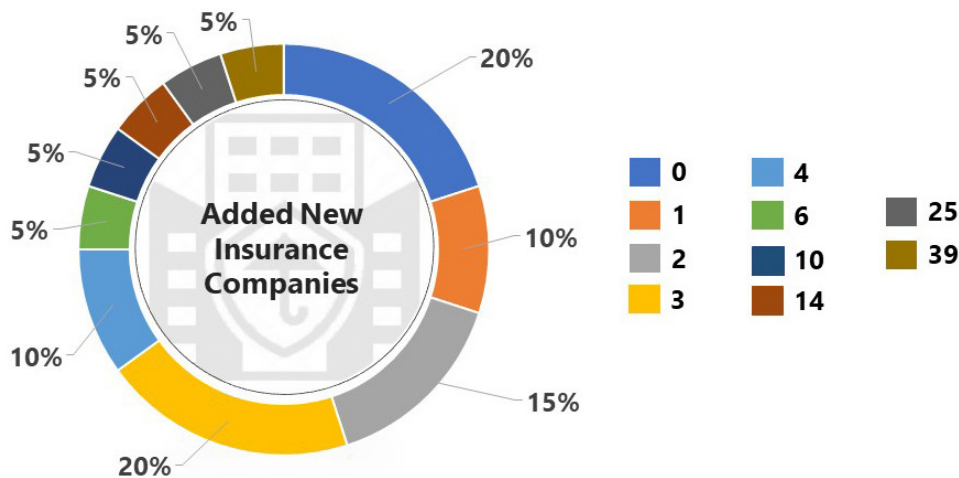
1  Nationwide	6  FOREMOST
2  Safeco Insurance	7  PENN NATIONAL
3  TRAVELERS	8  Plymouth Rock
4  PROGRESSIVE	9  WESTFIELD
5  STATE AUTO	10  MAPFRE

Respondents were also asked about their other niche markets. In this segment, some respondents provided the names of wholesale brokers such that the top 10 were CRC, RPS, Burns & Wilcox, Arlington Roe, Tapco, Heritage Insurance, National General, Kemper Auto, Massachusetts Property Insurance Underwriting Association, and Attune.

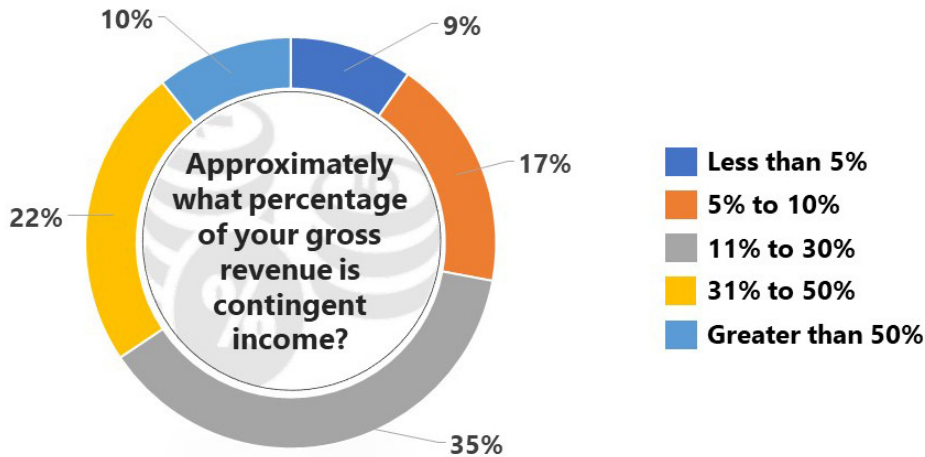


Number of New Insurance Companies Added to the Market Access for Member Agencies

Twenty percent of the agency network representatives surveyed reported that their agencies added three new insurance companies to the market access for their member agencies, while another 20 percent said they did not add any new insurance companies. Fifteen percent said they added two, 10 percent added one, and another 10 percent added four insurance companies. Five percent each added, six, 10, 14, 25, and 39 new insurance companies.

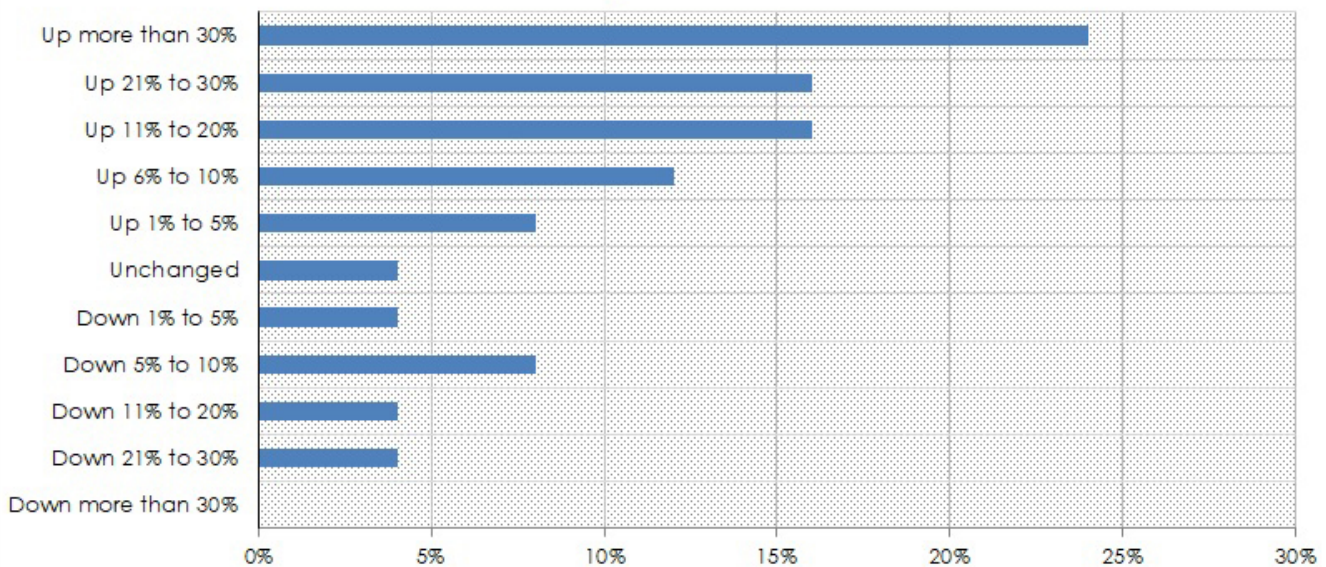


Poll participants were asked what percentage of their gross revenue is contingent income. A third of the respondents said 11 to 30 percent, while 22 percent said 31 to 50 percent. For 17 percent of those surveyed, contingent income is five to 10 percent of gross revenue, 10 percent said greater than 50 percent, and nine percent said less than five percent.



The **2022 Insurance Networks Study** also looked at how contingent income changed in 2020. Seventy-six percent of network representatives reported increases, 20 percent posted declines, and four percent said contingent income was unchanged. Among those who registered increases, 24 percent saw increases of more than 30 percent, 16 percent rose by 21 to 30 percent, and another 16 percent posted increases of 11 to 20 percent. Twelve percent said contingent income went up by six to 10 percent and eight percent reported increases of between one and five percent.

Within what range did your contingent income change in 2020?





Emerging Trends

Similar with other segments of the insurance industry, networks have been evolving in the past decades from the time the first agency groups emerged in the 1970s to the creation of more formal networks in the 2000s. Respondents to the survey were asked to share their views on emerging trends that agency networks should be looking at in the next five years.

The continuing consolidation of the insurance sector is top of mind among the inaugural study's respondents. "We have witnessed a steady increase in acquisition amongst agency members and see that trend continuing to expand over the next five years. Our network will be focused on helping agencies through that process and assisting them in perpetuation," commented one survey participant.

Consolidation continued at a record pace in 2020 and 2021 across various segments of the market. According to an M&A report released by OPTIS Partners, there were 553 announced insurance agency mergers and acquisitions in the first three quarters of 2021, a 13-percent increase from the 490 transactions recorded over the same period in 2020. Numbers from OPTIS show a steady increase in M&A activity in this segment since 2017. Acrisure topped the list of buyers, posting 79 transactions in the first quarter of 2021, up 14 percent from 69 transactions in the same period in 2020.

The private equity-backed/hybrid group of buyers including Acrisure, BroadStreet Partners, PCF Insurance, World Insurance Associates, Hub International, High Street Partners, AssuredPartners, Alera Group, Relation Insurance, The Hilb Group and several others accounted for 70 percent of all transactions for the first three quarters of 2021.

Representatives from networks do not see this trend changing anytime soon.

M&A activity, according to some participants, has resulted in scratch agencies being started up by experienced producers. Commenting on the topic, another respondent said, "M&A and losing agencies out of the network as a result."

Some respondents see a continuing private equity interest in the sector. According to one poll participant, "private equity investment on behalf of networks [will] drive acquisition of its own member agencies." Other respondents also believe that independent agencies will continue to consolidate with larger brokerages.

The evolution of digital transformation in insurance is another key trend that will continue to shape the future of networks. One agency network representative pointed to "insuretech's growing affiliation with the network channel." A few other respondents shared this view, saying that insuretech will give agents and consumers easier access to carriers. These technologies include mobile access to customer quoting, account information, policy changes, billing, risk control, and coverage explanation. Another respondent mentioned the increasing use of "website/client portal chat bots; mobile apps; better technology to evaluate agency network as a whole; and CL rating systems." According to one survey participant, the accelerated use of technology has "enabled insurance product delivery from non-traditional insurers."

As an industry that runs on data, the insurance industry's operations rely largely on analyzing large amounts of data in aid of making informed decisions. "Data, data, data – clean, coherent and actionable data," is another key trend identified by several respondents. According to one poll participant, they are closely watching the "Leveraging [of] data-driven insights that can be used at the front-line to help create growth, increased use of workflow automation, and offerings that drive increased growth and competitiveness for member agencies."

Other trends listed by survey participants were perpetuation planning, changing consumer behavior and demands, changes in carrier compensation, and new networks being established by consulting firms.

Opportunities

Respondents to the **2022 Insurance Networks Study** see tremendous opportunities in the networks platform. “The insurance industry is poised for expansion in the independent agency market segment, due to an evolving insurance landscape at the consumer and carrier levels. Increasing numbers of new agency owners, existing independents, and former captive agents will look to join agency networks in the next five years,” commented one poll participant.

Several other respondents talked about the growth of the networks segment. “Stronger, more sophisticated networks can attract the smaller networks,” a survey participant said. Another respondent sees “Continued growth through captive agents leaving that channel.” For another poll respondent, there is an opportunity “in 4,000 to 5,000 independent agents not associated with national brokers, private equity group and current network organizations.”

In addition to growing networks by attracting more members, survey participants also recognize the opportunity to increase benefits for existing members. “Networks can do more to help agencies grow. Enhanced compensation is table-stakes; networks will be increasingly expected to provide more,” according to one respondent. Another highlighted “the need to evaluate [networks’] current value proposition and strengthen it.”

As networks endeavor to boost its value proposition, some poll participants also see an opportunity in further “delineating a network versus an aggregator versus a wholesaler versus a cluster.”

An analysis of comments show that network representatives consider technology a bright spot for the sector. One mentioned networks’ “Ability to more efficiently attract and retain customers through technology.” Another respondent said that “Technology solutions to help differentiate networks for small to medium sized agencies.”

Strengthening agency-carrier relations is another area of opportunity that respondents are looking at.

Threats

While consolidation was mentioned by several survey participants as an opportunity, a greater number of respondents identified it as a threat that is impacting both carriers and agencies. “We are witnessing an increasing amount of consolidation within the carrier customer space. This trend could limit the number of carrier partners a network can provide to its members, as well as threaten the quality of the relationships networks are able to develop with their carrier partners. Due to the frequency and expansion of consolidation in this space, there is also an increase in acquisition of agency members occurring, which could limit the total number of potential agency partners for networks,” commented one respondent.

Consolidation of smaller agencies into large brokerages, consolidation of networks, and acquisitions and mergers by large agencies and carriers, and private equity-funded insurance organizations acquiring smaller size agencies were all identified as threats by a number of poll participants. “The current generation of agents will continue to get bought up by PE roll-ups. The next generation will require more from their network than most are able to provide,” said one respondent.

Some survey participants also expressed concern about start-up networks that are not professionally managed. “Carriers may start to lump networks in the same category,” one respondent said. Another poll participant shared a related view, “More networks, more competition especially from co-ops, which are not professionally managed.”

One respondent worries that “growing saturation of network groups [is] limiting growth rates” while another mentioned the “decline of the number of independent agencies joining networks.”

Issues on loss ratios were likewise listed by respondents as threats. According to one participant, “The larger the network, the more its results become the state average loss ratio, which may reduce leverage for commission overrides not tied to loss ratios.” For another respondent, “Loss ratios driven by poor weather could eliminate networks dependent upon contingency revenue.”

Carrier-related issues were also enumerated, including changing carrier appetites and increasing performance accountability from carriers. For one respondent, carrier direct channels are “providing agents with a direct network alternative, thereby creating channel conflict.”

Finally, some respondents pointed to “threats in the regulatory area specific to rate adequacy and states on a number of fronts” as a cause of concern.

Future Prospects of Agency Networks

Insurance agency networks that participated in the poll were asked to share their views about the future prospects of agency networks. The dominant themes reflected in responses were strength, continued success, and opportunities to improve.

Several respondents see a very bright future for agency networks. “The future is strong! There’s a huge opportunity for networks to create real value for the independent agency channel.” “The independent agent channel will continue to succeed.”

While there is widespread optimism about agency networks, there is also agreement that networks should not rest on their laurels. On networks’ future, a poll participant said “very bullish for those with an eye on being better.” The respondent added that there is no room for complacency nor running multi-prong organizations that are too wide without going deep.

Some respondents mentioned the need to push for improvements on various fronts to gain better carrier recognition. “Professional networks need to continue to differentiate, so that carriers recognize quality networks in a different way than co-ops,” said one respondent. Another respondent shared a related comment: “We must work together to strengthen the entire group of networks. Carriers must recognize the value networks bring to the results.”

Building and nurturing relationships with carriers needs to be prioritized, according to some. “The rise in popularity of agency networks has increasingly shifted and shaped the insurance landscape over the last 15-20 years. The veteran agency networks have a responsibility to lead and nurture relationships with our carrier partners in a competent, dependable, and trustworthy way – to create a mutually beneficial environment for agents, carriers, and networks.”

Some respondents highlighted that offering more services is the way to go. “The most successful networks in the future will assist independent agencies with service – not aggregation.” “We need to offer more services to members like Zywave and Tarmika.”

For another respondent, “so long as networks provide what their members request they’ll do well, however a reliance upon carrier contingencies ignores the obvious flaw in that contingencies are ‘prospective’ revenue with no guarantee of occurring.”

Summary and Conclusions

The **2022 Insurance Networks Study** provides a unique window into the networks segment of the insurance industry in the U.S. It is a vibrant sector that is composed of more than a hundred insurance agency networks, many of which are professionally managed.

Networks who participated in this study are generally optimistic about the future prospects of the business. Their optimism and growth mindset are reflected in their eagerness to differentiate themselves from clusters and other groups, desire to evolve technologically to make their processes more efficient and easier for their customers, as well as their keenness to offer more services to their members.

As with other segments of the insurance industry, networks are faced with key challenges including the continued consolidation of both carriers and agencies, evolving demands of stakeholders, and regulatory issues.

On the other hand, there are tremendous opportunities to be pursued such as greater technological advances, M&A activities, and further growth.

The **2022 Insurance Networks Study** provides an interesting view into the size, growth, influence, trends, practices, and issues affecting networks. Subsequent surveys will offer an even stronger reading into this thriving platform.

ORGANIZERS

About The Insurance Networks Alliance

<https://networksalliance.com>



The Insurance Networks Alliance is the principal organization promoting the critical role of insurance networks to the independent agent distribution channel.

The journey to create the Insurance Networks Alliance began during a strategic planning meeting at Live Oak Bank in 2016. During that meeting, Kelly Drouillard and Mike Strakhov of Live Oak were discussing the partnerships the bank has with insurance networks and realized there was no group to represent the specific needs of this growing segment of distribution in the industry. Live Oak polled their existing network relationships to gauge the interest in creating such an organization and as a result, scheduled a meeting with CEOs and Senior Executives of The Woodlands Financial Group, Indium, Smart Choice, Secured Advantage and CMS Insurance Services in September 2016. Following this discussion, the group was expanded to include other networks and insurance carriers in the conversation.

In January 2017, Live Oak sponsored a meeting of representatives from 11 insurance agency networks and 10 insurance carriers. During the two-day meeting, the group discussed the challenges facing distribution, the role of agency networks and how to improve existing and future carrier/network relationships. The feedback and momentum from this meeting launched an Advisory Committee to oversee the development of the organization and set the course for the group moving forward. The Advisory Committee worked diligently to launch The Insurance Networks Alliance in mid-2017.

The mission of the organization is clear: We are a forum to collaborate with our industry partners. Our goal is to work together for productive relationships with carriers, associations, channel partners and peers to evolve the collective value of insurance networks.

About Advisen (A Zywave Company)

<https://www.advisenltd.com>
www.zywave.com



Advisen is the foremost provider of data, media and technology solutions for the commercial property and casualty insurance market. In 2020, Advisen was acquired by Zywave, a leading insurance tech provider powering growth for its partners.

Combined, Advisen and Zywave bring deep expertise, strategic insights and the most innovative tech solutions to insurance professionals around the globe. The partnership focuses on three primary solutions.

- **Data** – Together, the two companies' data offerings combine to provide insurance professionals with the most unique corporate risk profiles available; these data insights help inform smarter, more strategic business decisions.
- **Media & Content** – Advisen's Front Page News and Zywave's content solutions combine to form the most trusted and expansive source of curated, contributed, proprietary and original content available to insurance professionals.
- **Web Connectivity Ltd. (WCL)** – Combined, WCL and Zywave bring advanced technology that helps automate currently manual workflows by enabling real-time digital communications and technical software solutions for the global commercial reinsurance and broker market.

SPONSOR: CHUBB

CHUBB®

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Company Description

Global insurer protecting successful businesses, individuals, and families with specialized coverage and services.

Insurance Networks Strategy

Chubb brings the capabilities of the largest publicly traded insurer in the world to agents of all sizes. Partnering with Chubb allows your network to offer a breadth of insurance products for small and mid-sized business, successful individuals and families, as well as specialty, accident and health solutions.

SPONSOR: KEYSTONE



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Company Description

Keystone is a top-ranked independent insurance agency network, owned by its participants. The company was started in 1983 when four independent agencies teamed up to pool their experience and expertise. Determined and scrappy in the face of a difficult market, this small group believed that agencies could be stronger and more successful if they linked arms. That same belief drives Keystone's ambition today: to strengthen independent agencies so they can better serve the businesses and individuals in their communities.

Insurance Networks Strategy

Keystone comes alongside independent agencies to support them in their journey; providing what's needed when the time is right. We offer the stability and strength that comes from hard-won experience, enabling agencies to be more confident and courageous. Keystone can strengthen an agency's bottom line, but we exist to strengthen the agency's independence.

Here's how:

Community – connection to a network of like-minded agencies.

Expertise – the depth and breadth of our team allows you to compete on any account.

Access – we create a productive environment with carriers by building solid relationships at the national level.

SPONSOR: LIVE OAK BANK



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Company Description

Founded before the start of the Great Recession, Live Oak emerged out of the rubble of 2008 as the first bank to keep the customer at the center of the business model. We put a groundbreaking spin on what banking could be, focused on service and technology to redefine banking. We are a digital bank serving small business owners across the country. We offer FDIC-insured banking products and conventional banking products to help you buy, build and expand your business, along with high-yield savings and CD products to grow your hard-earned money. Live Oak's insurance lending team has helped hundreds of insurance agency nationwide expand their business through financing. Learn more about us at liveoakbank.com.

Insurance Networks Strategy

As a leading lender in the insurance distribution space, Live Oak Bank understands the insurance industry. Live Oak's insurance lending team has extensive experience working for insurance agencies and/or insurance carriers. As the founders of the Insurance Networks Alliance, Live Oak saw a need for a trade group that focuses on the specific needs of insurance agency networks. Our relationships with networks have included providing training and education to their members on buying and selling agencies and offering the related financing. We have also provided networks with financing to buy retiring members and agencies outside of the network.

SPONSOR: SMART CHOICE



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Company Description

Smart Choice is a network that is partnered with over 9,000 independent insurance agencies and more than 100 carriers. Collectively our agency partners represent more than \$11 billion in written premium annually. Smart Choice provides agents with access to top-rated personal, commercial, specialty and life markets, product training, and dedicated field and operational support - and is the only no-fee program of its kind.

Insurance Networks Strategy

Smart Choice provides multiple ways to access a variety of markets depending on the needs, size and experience level of the agency. The company offers valuable support to member agency staff through product training, operational advice, and in-house underwriting assistance. There are no sign-up or start-up fees, and the agent remains completely independent -- retaining 100% agency ownership. Smart Choice is dedicated to seeing independent agents excel in the market space, and maximize their revenue growth.

SPONSOR: TRAVELERS



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Company Description

Travelers is a leading provider of property & casualty insurance for auto, home and business. Our diverse business lines offer our global customers a wide range of coverage sold primarily through independent agents and brokers. Travelers has approximately 30,000 employees and operations in the United States and selected international markets.

Insurance Networks Strategy

The breadth of our product offerings & expertise, along with our national scale & ability to execute at the local level make us a great company for Networks to engage with. We are committed to delivering “The Travelers Promise” everyday - to take care of our customers, our communities and each other.

SPONSOR: UNITED VALLEY INSURANCE SERVICES



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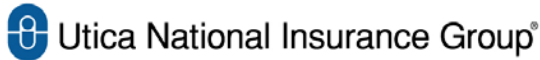
Company Description

United Valley Insurance Services, Inc. is an exclusive membership network of over 85 independently owned and operated insurance agencies with more than 100 locations in the Western U.S. In business since 1983, United Valley Insurance Services and its member agencies sell and service just under \$1B in total written premium and have direct access to more than 60 insurance company markets countrywide.

Insurance Networks Strategy

United Valley Insurance Services is dedicated to empowering members to grow their agency. We are focused on relationships to maximize opportunities and provide influence with industry and carrier leaders. Members maintain 100% agency ownership, gain direct access to 60+ markets, receive industry leading compensation, and thrive with the strength of our support. Members have access to resources and value-added services and are provided with networking opportunities to connect with similar agencies.

SPONSOR: UNICA NATIONAL INSURANCE GROUP



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Company Description

Utica National Insurance Group is a nationally recognized group of insurers, providing personal and commercial insurance products and services, with the second-largest insurance agents errors and omissions business in the United States. The member companies of Utica National sell their products through more than 2,500 independent insurance agents and employ over 1,300 people countrywide. The lead insurance company of the group, Utica Mutual Insurance Company, was founded in 1914 and is headquartered in New Hartford, New York, with eleven offices. The member companies of the Utica National Insurance Group earned an AM Best Financial Strength Rating upgrade to A (Excellent), effective October 2020. Learn more at www.uticanational.com.

Insurance Networks Strategy

In addition to being a significant distribution source for our personal lines and general commercial lines businesses, Utica National Agents' Errors & Omissions Program has been in existence since 1966 and is the second largest and longest standing Agents' E&O provider in the country. We feature approaches designed specifically for insurance agency networks and their members. Our program provides comprehensive coverage, strong loss control and claim service. We have flexible billing plans and work closely with your local independent agents' association to enhance our program to meet your needs.

2022 Insurance Networks Study Respondents

The Insurance Networks Alliance would like to thank the networks that participated in this study. Many of the participating networks are listed below.

- Advantage Partners
- Advantage Partners Network
- Agent Support Network of America
- Agents Alliance
- Agents Alliance of Montana
- ANE, Agency Network Exchange
- Associated Risk Managers - KY & OH
- Bainswest
- Combined Agents of America
- Evolution Insurance Partners Marketing
- First Choice Agents Alliance
- Georgia Agency Partners
- Grindstone Financial Group
- Indium
- Insurance Agency Network
- Insurance Solutions Pacific Coast
- ISU Insurance Agency Network
- Keystone Insurers Group
- New Jersey Agents Alliance
- OLI Insurance Services
- Pacific Interstate Insurance Broker
- PacWest Alliance Insurance Services
- Premier Group Insurance Inc.
- Premiere Agency Network LLC
- Renaissance Alliance Insurance Services
- Smart Choice
- The Insurance Alliance Network
- Total Insurance Plus
- United Valley Insurance Services
- Voldico Insurance

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 **KEYSTONE®**

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United Valley
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We KNOW 
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