



# Personal Lines Growth Alliance

Independent agents for a profitable future

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## Alliance Support

Members and Partners in support of the Personal Lines Growth Alliance (the “Alliance”) is critical to its success, and in turn, the Alliance is a valuable advocate for the independent agency system efforts to capture greater market share of the personal lines market. The Alliance is a proud supporter of all of the activities throughout the industry to grow market share and seeks to find collaborative opportunities to work with other organizations on our common goals.

Comprised of dedicated supporters of the Independent Agency System, the Alliance oversees an education, communications and leadership campaign to increase the personal lines market share of independent insurance agents and brokers and the carriers they represent. Members recognize that a strong personal lines effort has the potential to bring additional revenue and financial stability to independent agents at a time when such strength is sorely needed.

The Alliance mission is to reintroduce the versatile and attractive personal lines product line to independent agents by:

- ❖ Enhancing independent agency awareness, understanding and appreciation of the opportunity in the \$235+ billion annual personal lines market—with some \$150 billion of that total (comprising \$20 billion in potential commission) today not written by independent agents.
- ❖ Promoting the attractive financial opportunities, long-term value, and stability of personal lines products to independent agency owners.
- ❖ Demonstrating technology, sales practices and operational efficiencies that allow the independent agent to be both price competitive and service superior in the personal lines marketplace.
- ❖ Leveraging various case studies and business models to illustrate to independent agents that there are various paths available to grow personal lines.
- ❖ Helping agents shift to a proactive sales approach to aggressively seek personal lines customers.
- ❖ Members of the Alliance include carriers, agents, brokers, consultants, trade associations, technology user groups, software vendors, and others committed to improving the market share of the Independent Agency System.

## **Member and Partner Value Propositions**

Benefits and pricing structure for membership in the Alliance are based on categories. Support and participation in the Alliance is open to all types of organizations from agents and brokers, to carriers, solution providers, consultants and other associations or user groups.

### **Agents and Brokers Membership Benefits**

- Unlimited access to case studies (to be developed) of successful agencies that have grown their personal lines market share; details on the before and after picture and how they accomplished the growth.
- Monthly newsletters on Alliance activities.
- Discounted fees for PLGA fee-based training (webinars, in person courses/seminars, etc.).

**Annual Fee: No cost**

### **Carrier Partnership Benefits**

- Listing on PLGA website as supporting partner.
- Link on website back to partner's website of choice.
- Press release recognizing new PLGA partner.
- Use of PLGA logo on partner's website to show agency force support of PLGA and the importance of Personal Lines business.
- Educational materials (i.e., articles, slides, webinars) geared to carrier's agency field reps to help carry the message of PL when meeting with their agents.
- Opportunity to participate in specific print or online campaigns promoting PLGA's mission.
- Opportunity to contribute blog posts, success stories on partnering with your agents to grow PL business.
- "PLGA Partner" sign for use in Partner's exhibit booths throughout the year.

**Annual Fee: National Carrier - \$6,000**

**Regional Carrier (5 states or less) - \$2,500**

### **Solution Provider Partnership Benefits**

- Logo link to Partner website.
- Press release recognizing new PLGA Partner.
- Use of PLGA logo on Partner site to show support of organization and growth of PL business.
- Listing of key products/services that specifically support PL business. (To be built)
- Opportunity to develop a case study demonstrating agency growth in personal lines by use of Partner's product/service.
- Opportunity to contribute blog posts that speaks to importance of PL business, methodology of approach to growing PL business, or having Partner client post success story. *(Can't be advertisement of specific products.)*
- PLGA collateral for use in Partner exhibit booths.
- "PLGA Partner" sign for use in partner exhibit booths throughout the year.

**Annual Fee: Solution Providers - \$5,000**

### **User Group Benefits**

- Logo link to User Group website.
- Press release recognizing new PLGA User Group Member.
- Use of PLGA logo on User Group site to show support of organization and growth of PL business.
- PLGA Speakers available for User Group conferences.
- Cross promotion of any user group activities that support common goals.

**Annual Fee: User Groups - \$500**

### **Association Benefits**

- Logo link to Association website.
- Press release recognizing the new Association member.
- Use of PLGA logo on Association website to show support.
- Opportunity to have PLGA educational session at Association conference.
- Cross promotion of any association activities that support common goals.

**Annual Fee: Association - \$250**

\*\* For User Groups and Associations, annual fee can be lowered through bartering. Free booth and/or speaking opportunities at their conferences along with cross promotion can offset some or all of the membership fees.