

NEWSLETTER

FEBRUARY

2025

Today's agency faces a range of critical subjects around evolving customer needs, regulatory changes, technological advancements, and emerging risks. We aim to highlight a critical subject in each edition of our newsletter.

Becoming a
Risk Concierge

Comparative
Rating

Featured
Employee:
Rob Morrissette

Navigating a Hard Market: Becoming a Risk Concierge

In the cyclical world of Property and Casualty (P&C) insurance, hard markets present unique challenges. Premiums rise, underwriting becomes stricter, and coverage options shrink. To thrive in such conditions, P&C agencies are finding success by evolving from traditional insurance providers to risk concierges. This transformation not only helps retain clients but also positions agencies as indispensable partners in risk management.

What is a Risk Concierge? A risk concierge goes beyond selling insurance policies. They act as trusted advisors, offering personalized

risk management solutions and proactive advice to clients. This role involves understanding clients' unique needs, providing tailored recommendations, and leveraging technology to enhance service delivery.

Keys to Becoming a Risk Concierge:

- Personalized communication to develop a deep understanding of each client's business and risk landscape. Use this knowledge to offer tailored advice and solutions.
- Be proactive! Regularly review clients' risk exposures and suggest preventive measures. This proactive approach can help clients mitigate risks before they

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IN-PERSON EVENTS

April 24th–27th - Agent Brokers United in Las Vegas, Nevada

Stop in and say hello to Rich and Moria at our exhibitor booth at Planet Hollywood. If you plan to attend we may have a complimentary pass for you while supplies last, please contact us for more information at communications@agencysoftware.com.

June 8th–10th - IASA Xchange in St. Louis, Missouri

Drop in to talk with Mark W and our sister company, AGO at the IAS booth!

June 18th–20th - FAIA Convention in Orlando, Florida

We are excited to return to Orlando and visit our friends in sunny Florida! Drop in to see Mark A, Frank, Conner and Bob Piggot from our sister company Quoteburst/AQS.

December 2nd-4th - HCTC in San Diego, California

See more on page 4!



...Risk Concierge continued.

result in claims. Run reports to know which renewals are upcoming and utilize program features such as Surveys and Acord forms to help make thorough audits of a client's risks.

- Expand service offerings to include comprehensive risk assessments that go beyond traditional insurance coverage. This can include cybersecurity evaluations, disaster preparedness planning, and more.
- Stay informed and adaptable by staying updated on industry trends, emerging risks, and regulatory changes. This knowledge enables you to provide relevant and timely advice to clients.

Transitioning to a risk concierge model requires a focus on personalized service, and a commitment to proactive risk management. Utilizing your system features may be a key component to this transition that many P&C agencies are taking to not only survive but thrive in a hard market, building stronger client relationships and enhancing their value proposition.

Did you know that most of our systems allow for the ability to customize reports, many without charge? While there are some great reports already present, building a report to suit your agency's particular need may be just a support call away.

Learn more about great features to support your efforts to better serve your customers. Features such as surveys and Acord forms can help you to more thoroughly audit an unfamiliar risk. To begin a training journey to better utilize your program you may begin at our tutorials found at <https://agencysoftware.com/support/tutorials>.

Comparative Rating: A Game-Changer for Insurance Agencies

In this industry you know how important it is to be efficient and keep your clients happy. That's where comparative rating systems come in.

These tools can streamline the quoting process and give your clients multiple options quickly.

Comparative rating is designed to streamline the insurance quoting process by providing multiple quotes from different carriers quickly and accurately. Integrated rating draws information from your management system, sending it to the rater, who applies built-in, company-specific underwriting rules to return accurate and up-to-date quotes from multiple companies...in as little as four seconds!

Is comparative rating right for you?

Agencies that may find comparative rating invaluable are:

- Personal Lines Agencies who commonly write auto and home insurance. For these agencies comparative rating is a huge time-saver with the ability to generate multiple quotes in no time, helping your clients find the best coverage at competitive prices.
- Small to Medium-Sized Agencies who may have limited resources and staff. Comparative rating systems can save you time and reduce your workload by automating the quote generation process; this means you can focus more on sales and customer service.
- Agencies with Diverse Carrier Partnerships. If you work with multiple insurance carriers, comparative rating is a game-changer. It allows you to provide a wide range of options to your clients, which enhances the likelihood of closing sales.
- Customer-Focused Agencies who aim for a seamless and efficient customer experience, find comparative rating invaluable. It lets you offer quick and accurate quotes, which improves client satisfaction and retention.

Agencies who the comparative rating solution may not benefit include:

- Niche Agencies who focus on highly specialized or niche markets. These markets often require customized underwriting that doesn't fit into the standardized quoting process.
- Agencies with Few Carriers will find the impact of comparative rating less significant. The value lies in providing multiple quotes, which isn't as impactful if you work with a limited number of carriers.
- Large Agencies with In-House Systems that have developed their own in-house quoting and management systems might face integration challenges with comparative rating systems. If your existing infrastructure works well, you might not see the need for an additional system.

Comparative rating systems can reduce the time required to generate quotes from hours or even days to just seconds

Integrated rating may be a great tool for your agency to enhance your operational efficiency, provide superior customer service, and maintain a competitive edge in the market. To learn more about our integrated rating reach out to our sales team at sales@agencysoftware.com, or by calling us at (800) 342-7327.

Does your agency utilize lead lists?

Our sister company Quoteburst/AQS offers four primary products:

- **Dynamo:** For mass mailing and quoting large volumes of leads.
- **Typhoon:** For providing real-time quotes to internet leads.
- **Flashback Requotes:** For requoting saved leads to help close sales.
- **Qblife:** Life insurance quoting software.

Because of our association we may be able to arrange special pricing. Please reach out with interest to sales@agencysoftware.com

Featured Employee: Rob Morrisette

Meet Rob Morrisette, a software developer at Agency Software. Rob's journey is as diverse as it is inspiring. Growing up in the sunny El Cajon area of California, he initially worked as an automotive engineer for an automotive research and development company. He then worked as a counselor for a non-profit organization for many years, which included teaching at seminars and training interns. After a fruitful season, he then became a software developer, leading him to a career in code clean-up and application building.

While working at Northern Quest Casino, Rob updated many of their applications and created over 40+ customized applications for their various departments! But that didn't slow him down. At Agency Software, Rob enjoys building tools that help people work more efficiently, and his knowledge and talents are integral in our aggressive road map for 2025. He credits the supportive management and his wonderful colleagues as the best parts of his job.

An accomplished author, Rob has published several books, available on Amazon.com. For those who love cooking with an Instant Pot, one of his books is a cookbook titled "Addicted to Instant-potting". He has been honored to have his book "Prayer that Touches the Roots" recently translated to Farsi to reach a wider audience. This book is also available in English, Spanish, Japanese and Finnish. When he's not writing or coding, Rob enjoys music and has learned to play five instruments: guitar, mandolin, piano, trumpet, baritone, and tuba (though he admits he'd like to improve his piano skills).

Rob's personal life is just as fulfilling. He has been married for 34 years, has two adult

WEBINARS

We are launching a new series of training webinars designed as refreshers for some of our core functionality. In February we will offer our first session covering Certificate Holder Workflow.

HCTC

We have heard from you and are excited to gather for our first in-person training and networking event. HCTC will be held in San Diego on December 2nd through 4th and will focus on best practices for building an enduring organization, as well as a chance to spend some time with Agency Software staff and other partner agents.

For more information email communications@agencysoftware.com with 'webinars' or 'HCTC' in the subject line and we will reply with details.

children, and two grandchildren. The family is currently building a home where they will live in a duplex arrangement with their daughter and her family. Rob's enjoys traveling, cooking and being in the outdoors. His maxim, "risk, relate and reflect," perfectly encapsulates his approach to life and work.

As a co-worker, Rob spoils us with goodies and great cooking. His cheerful demeanor, along with his wisdom and insight makes him a pleasure to work with. Rob Morrisette is truly a man of many talents, and we are grateful to have him as part of the Agency Software team!

OUR COMMITMENT

We are committed to service excellence and strive for continual improvement in the way we serve you. Do you have comments or suggestions? Please email us at communications@agencysoftware.com, or contact your account representative.