

# ***Lead Your Industry from the Front***

## ***Become a Best Practices Agency***

For over 20 years, Reagan Consulting and IIABA have been helping U.S. insurance agencies critically assess and enhance their business practices and performance. The Best Practices Study provides yearly benchmark and peer comparison data for the highest performing agencies in our industry. Your agency can be part of the elite group that is recognized by carriers and industry leaders as the best in the business.

### **How Do I Become a Best Practices Agency?**

Carrier partners, state IIABA associations, and study sponsors nominate you, or you can nominate yourself. Nominations occur every 3 years, with the next nomination process beginning October, 2018.

### **Why is Becoming a Best Practices Agency Important?**

- Your agency receives national recognition as a Best Practices Agency, which enhances your reputation with carriers, employee prospects and insureds.
- Participating agencies benefit greatly by increased self-awareness and by identification of opportunities for performance enhancement.
- Best Practices Agencies are the *Best of the Best* and help elevate the performance and perception of our industry.

### **What are the Benefits?**

- ALL nominees who submit their data will receive, free of charge, a detailed performance analysis comparing their specific results to the Best Practices results.
- If selected, your agency receives national recognition, an invitation to the Best Practices Symposium, and use of a specialized media kit and the Best Practices seal.
- All participating agencies receive a PDF copy of the Best Practices Study.

### **Where Do I Go for More Information?**

Visit: [Best Practices Gateway](#) or [IIABA Best Practices](#) website

