



## OVERVIEW OF THE BEST PRACTICES STUDY

The annual Best Practices Study is a joint initiative of Reagan Consulting and the Independent Insurance Agents & Brokers of America (IIABA or Big I). By studying the leading agencies and brokers in the country, Reagan Consulting and the Big I strive to provide member agents with meaningful performance benchmarks and business strategies that can be adopted or adapted to improve agency performance, thus enhancing agency viability and value.

### About the Study:

- The Study began in 1993 to help independent agents build the value of their most important assets: their agencies.
- The Study is conducted in three-year cycles.
  - *Year 1:* Nominations of retail agencies for consideration as “Best Practices Agencies (BPAs)” are accepted from state associations, study sponsors, or directly from independent agencies via self-nomination.
    - All nominated agencies are invited to participate by providing detailed financial and operating information to Reagan Consulting through a secure server.
    - Data are analyzed to determine an objective ranking of the agencies based on a variety of performance metrics. Based on this ranking, the top agencies in each of six revenue categories (ranging from under \$1.25M in revenue to over \$25M in revenue) are selected, notified and designated as Best Practices Agencies for each year.
  - *Year 2 & 3:* Selected BPAs provide their detailed operating data for the most recent fiscal year.
    - All agencies who submit their data automatically maintain their BPA status for that year.
- The Study provides critical performance benchmarks for each of the six revenue categories in areas including income and expense distribution, revenue growth and profitability, staffing and productivity, producer performance and carrier representation.
- Each participant’s data are kept strictly confidential and only shared with the agency itself.

### Benefits to Agencies:

- The Study is a valuable management tool that serves to further the Best Practice’s goal of helping to educate the general agency population on the kinds of performance metrics they should track to best assess and improve their overall performance.
- All participating agencies receive a detailed *Agency Performance Analysis (APA)* in return for participation.
  - The APA report provides a side by side comparison of the agency’s specific results vs. the BPAs in their revenue category.
- Best Practices Agencies receive a PDF copy of the full Best Practices Study for their own use.
- Best Practices Agencies receive national exposure in trade publications’ ads honoring the BPAs.
- Best Practices Agencies receive a Best Practices media kit for use in promoting this accomplishment to clients, carriers, and the community. The kit includes a custom Best Practices Agency logo and an office plaque.
- In the year they are selected as winners, Best Practices Agencies receive an invitation to the Best Practices symposium, a multi-day event open only to BPAs and study sponsors for networking, education, and official recognition of these elite agencies.

Over 20 years of experience with the Study demonstrates that benchmarking is a powerful tool, and that its use in agencies can be transformative.

**For additional information:**

**Contact Reagan Consulting**

[Best Practices Gateway](#)

- Access to Best Practices Study
- Access to prior studies

Call: 404-233-5545

**Contact IIABA**

[IIABA Best Practices](#)

- Best Practices resources
- Comparison Worksheet

Call: 1-800-221-7917

**2017 Best Practices Study Sponsors**

The support of the following companies in this industry initiative is an invaluable investment in the health of insurance agencies across the country. We thank them for their generous support.

