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FOR IMMEDIATE RELEASE

***SECOND YEAR IN A ROW BROCK INSURANCE AGENCY RECOGNIZED AS A
BEST PRACTICES AGENCY***

ROSSVILLE, GA, 10/14/2020 – Brock Insurance Agency (BIA) has been selected for the second year in a row to be part of an elite group of independent insurance agencies around the United States participating in the Independent Insurance Agents & Brokers of America (IIABA or the Big “I”) “Best Practices” Study Group.

*Only 264 independent agencies throughout the U.S. qualified for inclusion in the **2020 Best Practices Study**. An IIABA affiliated state association or an insurance company must first nominate the agency which then must qualify based on outstanding customer retention, growth, stability and financial management. More than 1,000 agencies were nominated this year.*

*The **Best Practices Study** was initiated by IIABA in 1993 as the foundation for efforts to improve agency performance. The annual study of leading independent insurance agencies, which is conducted for IIABA by Reagan Consulting of Atlanta, Ga., documents the business practices of these high performance agencies and urges others to adopt similar practices.*

“Best Practices Agencies are leading the charge when it comes to effectively navigating change and we are proud to be a part of such a prestigious group of independent insurance agencies” says Vice President Ramsey Brock.

Brock Insurance Agency is a local independent insurance agency with offices in Rossville, GA and Chattanooga, TN providing business insurance, home/auto insurance, employee benefits and bonds. Founded in 1963, BIA is a full service agency serving all size businesses and individuals to help them protect that which is most important. As a leader in the insurance industry for over fifty years their commitment to its customers, staff and community are evident every day as they continue to provide protection for those around them. For more information on BIA visit their website at www.brockins.com

Founded in 1896, IIABA is the nation's oldest and largest national association of independent insurance agents and brokers, representing a network of more than 300,000 agents, brokers and their employees nationally. Its members are businesses that offer customers a choice of policies from a variety of insurance companies. Independent agents and brokers offer all lines of insurance – property, casualty, life and health—as well as employee benefit plans and retirement precuts. Web address: www.independentagent.com.

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**THIS RELEASE IS DESIGNED TO BE SENT TO
YOUR LOCAL MEDIA**

Note to Agent: The following sample press release can be tailored to your company's format and style and sent to the local media. Insert the proper agency information below where necessary and use your letterhead.

FOR IMMEDIATE RELEASE

Contact: (First Last)

(XXX) XXX-XXXX

**(AGENCY NAME) – LOCAL AGENCY INCLUDED IN IIABA'S BEST PRACTICES
STUDY**

CITY, State, Date – (AGENCY NAME) is part of an elite group of independent insurance agencies around the United States participating in the Independent Insurance Agents & Brokers of America (IIABA or the Big "I") "Best Practices" Study Group.

Each year since 1993, IIABA and Reagan Consulting, an Atlanta-based management consulting firm, join forces to study the country's leading agencies in six revenue categories. The agencies comprising the study groups are selected every third year through a comprehensive nomination and qualifying process and awarded a "Best Practices Agency" designation. The selected "Best Practices" agencies retain their status during the three-year cycle by submitting extensive financial and operational data for review each year.

INSERT QUOTE FROM AGENCY PRESIDENT.... "XXXXXX," says FIRST LAST, (Agency Name) president and CEO. "XXXXXXXXX."

More than 1,300 independent agencies throughout the U.S. were nominated to take part in the annual study, but only 267 agencies qualified for the honor. To be chosen, the agency had to be among the top-performing agencies in one of six revenue categories.

The agency was nominated by either a Big "I" affiliated state association or an insurance company and qualified based on its operational excellence.

The **Best Practices Study** was initiated by the Big "I" in 1993 as the foundation for efforts to improve agency performance. The annual survey and study of leading

independent insurance agencies documents the business practices of the highest performing agencies and urges others to adopt similar practices.

The (NAME) agency was founded in (YEAR) and can offer insurance products from a number of different companies including (COMPANY NAME, COMPANY NAME, ETC.)

For further information, please contact (NAME) of (AGENCY NAME) at (NUMBER).

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**THIS RELEASE IS DESIGNED TO BE SENT TO
YOUR AGENCY STAFF**

Note to Agent: The following sample press release can be tailored for use in your communications to your agency staff. Insert the proper agency information below where necessary.

FOR DISTRIBUTION TO AGENCY STAFF

In August 2019 AGENCY NAME was selected as a **Best Practices Agency**.

Our team qualified for this status by ranking among the top performers in the annual *Best Practices Study* conducted by the Independent Insurance Agents & Brokers of America (IIABA or the Big "I") and Reagan Consulting.

The purpose of the *Best Practices Study* is to compile the operating statistics of the country's leading agents and brokers. To achieve this objective, the agencies included in the annual study must first be nominated for participation by an insurance carrier or an IIABA state affiliated association. The agency must then submit detailed financial and operational information which is analyzed, scored, and ranked objectively for inclusion in the study on the basis of operational excellence including growth, profitability, productivity and financial stability.

Over 1,300 agencies from around the country were nominated in six revenue categories ranging from "Under \$1.25 million" in annual revenue to "Over \$25 million" in annual revenues. Only 267 agencies scored high enough to qualify for inclusion.

To retain our Best Practices Agency status we must submit our year-end results for review each year. Every third year, when new agency nominations are accepted, we must re-qualify as one of the top performers in our revenue category. *(IF APPLICABLE: We are pleased to have retained our Best Practices Agency status since YYYY.)*

Participation in the *Best Practices Study* has become a prestigious recognition of the superior accomplishments of the top insurance agencies in each of the revenue size categories studied. Our inclusion with these 257 outstanding agents and brokers clearly recognizes us as an industry leader.

Founded in 1896, the Big "I" is the nation's oldest and largest national association of independent insurance agents and brokers, representing a network of more than 300,000 agents, brokers and their employees nationally. Its members are businesses

that offer customers a choice of policies from a variety of insurance companies. Independent agents and brokers offer all lines of insurance—property, casualty, life and health—as well as employee benefit plans and retirement products. Web address: www.independentagent.com.

Reagan Consulting is a financial and management consulting firm specializing in services to the insurance distribution system. Clients include the leading brokers, agents and bank-insurance programs in the United States. They provide thought leadership to the banking and insurance industries through perennial research, seminars and other industry forums.

The 2019 Best Practices Study sponsors include: Agency Business Solutions and Amerisure, Applied, Beyond Insurance, Central Insurance Companies, Chubb, EMC Insurance, The Hanover Insurance Group, The Hartford, Imperial PFS, InsurBanc, Liberty Mutual Insurance and Safeco Insurance, MetLife, Nationwide, Travelers, Vertafore and Westfield Insurance.

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