



SPECIAL FEATURE - Talking Technology with Insurbanc

InsurBanc's Chief Lending Officer Robert Pettinicchi recently provided insight into the impact of technology on the value of an independent agency in *Rough Notes* magazine. In the article, "Technology: Investment in Technology Increases Agency's Current, Future Value," Bob explains how agencies that utilize technology and train those to use that technology effectively will create a more valuable agency.

"Every agency one day will be bought, sold, merged or internally perpetuated in some way, shape or form. Thus, every principal must recognize that the firm that fully leverages its management system will command a premium," Pettinicchi said.

[Read the full article to learn more about the impact technology has on value.](#)

Learn more about Insurbanc, the bank created by and for independent agents, at www.insurbanc.com.

