



SPECIAL FEATURE - An Agent's Night Before New Year's

By Elif Wisecup, Director of Marketing and Big I Advantage® Publications

'Twas the day before New Year's,
(Which seemed beyond belief)

So I thought to myself,
I'll turn over a new leaf!

As a proud member of my amazing Big "I" state association,
I get national membership, too! What a great realization.

Spent 2016 growing my book as best I was able...
But was it possible that I left some member benefits on the table?

I shipped packages all year, but I paid full price!
With my [UPS discount](#), that expense can be sliced.

I saved for [retirement](#) but paid high plan fees,
Next year, I'll wise up, and get a quote from [Christine!](#)

I sent out applications the old-fashioned way...
That's about as efficient as taking a sleigh.

In 2017 I'll switch to [DocuSign](#),
And by 2018 I'll have improved my bottom line.

I hired some staff but forgot to use Caliper...
With my next addition, I'll use [personality testing](#) for sure!

I banked with a random bank I saw on TV,
This year I'll try [Insurbanc](#), a bank designed for me!

What else can I do to make money and grow?
Is there more I can access? I'm feeling gung ho!

I'll get a fresh quote from [Big "I" Professional Liability](#),
Then to help avoid claims, I'll subscribe to [VRC](#).

I'll offer [personal umbrellas](#) to every client,
I'll visit [E&O Happens](#) to ensure I'm compliant,



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I'll roll my flood book to [Big "I" Flood](#) now,
So that in the event of a storm my clients won't have a cow.

And before the year starts, I'd be wasting my dues,
If I skipped [Big "I" Markets](#) for a quick product review...

On affluent homeowners! On non-standard, ho!
On bonds, on marine, on events! LRO!
On travel insurance and on, vacant dwelling!
On commercial, on bicycles, let's go and get selling!

Yes, 2017 is the year I'll take advantage
And maximize every Big "I" benefit I can manage.

And this time next year, you'll hear me say with delight,
"Big I Advantage offered it all, and helped my agency take flight!"