

## Two for Tuesday

Archives Edition

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## SPECIAL FEATURE

**Creating Internal Revenue** 

Robert Pettinicchi, executive vice president and chief lending officer at InsurBanc, recently had an article published in Independent Agent. In the article, he discusses the benefits of creating internal revenue for your agency.

Pettinicchi also discusses misconceptions about perpetuation and the benefits of investing in your own agency. Owners can realize greater value over time by retaining and investing in their own firm.

What does it take to create internal revenue? Read the full article here.

Learn more about Insurbanc at www.insurbanc.com.

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Oops! In last week's newsletter, we missed a letter in our president and CEO's Twitter handle. Follow Bob on Twitter at @BobRusbuldt.

The product and eligibility may have been revised or discontinued since the original article was written. Review the Information page for each product on Big "I" Markets for current content and instructions.



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