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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](http://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 @BobRusbultd](#).