



## Frequently Asked Questions

*These Q&A's pertain to the company side of the nomination process.*

### **Why should my company submit agencies to participate? How can I leverage the nomination process as a marketing opportunity?**

Your invitation to nominate agencies for the Best Practices Study provides an excellent opportunity for you to augment the benefits you can offer to your agencies, demonstrate your interest in their success, and strengthen your relationships with them.

The BPS nomination process gives you the ability to honor some of your best customers and assist them in building the finest operations possible. Your connection to the Best Practices Study makes you one of a small group who is able to offer them the chance at the valuable industry recognition of being a Best Practices Agency, as well as other resources the Best Practices Study gives you access to as a company partner. Your support serves as an important demonstration of your company's commitment to the continued success of the agencies through a unique initiative that allows them to benchmark their performance directly to their highest performing peers, and that provides actionable data that can materially impact their strategic development and financial results.

### **Are the agencies aware of what carriers submitted their agency for BP consideration?**

The nomination process is completely anonymous until you choose otherwise, which is suggested, but optional.

This is an opportunity for you to reach out to your agents and let them know you think they are doing a great job, you recognize their ability and highlight that you are there as a partner and think very highly of their firm. Most agencies appreciate the extra touch and positive feedback. If you feel otherwise, these nominated agencies will never know you submitted their name to Reagan Consulting.

### **Does the agency need to be a member of the Big "I" to be nominated?**

No, they do not need to be members of the Big "I" to be nominated.

The purpose of the Best Practices Study is to identify the high performing, successful agencies across the United States. It is our hope they are members, and if they are not we encourage our local IIABA state associations to reach out, so it can be a recruitment opportunity as well.

### **Is there a limit to the number of agencies my company can submit?**

There is no minimum or maximum limit.

IIABA and Reagan Consulting are looking for all agencies that exhibit [Best Practices characteristics](#) and look forward to inviting them to participate in the research process.

### **Do my agency nominees need to be of a certain size?**

There are six revenue categories in which you can submit agency nominations. See below.

- Under \$1.2M (or less than 10 employees)
- \$1.25M to \$2.5M (or 10-20 employees)
- \$2.5M to \$5M (or 21-30 employees)
- \$5M to \$10M (or 31-50 employees)
- \$10M to \$25M (or 51-125 employees)
- Over \$25M (or 125+ employees)

The smallest revenue category is usually the one with the greatest need, so any special attention to nominating in this group is appreciated.

Questions? Contact [Jennifer Becker](#), Director of Education Programs, IIABA or [Michelle Appelbaum](#), Research Coordinator, Reagan Consulting