

## **Why should our state association submit agency members for nomination? How can I leverage the nomination process to further engage members?**

Your invitation to nominate agencies for the Best Practices Study provides an excellent opportunity for you to recognize your member agencies, augment the benefits you can offer, demonstrate your interest in their success, and strengthen your relationship. It's an opportunity to stop and recognize achievements and showcase your investment in their success.

Nominations allow you to offer your members valuable industry recognition as a Best Practices Agency (BPAs). All agencies that participate in the process (even those who do not achieve BPA status) receive actionable data through the free custom [Agency Performance Analysis Report](#) that can positively impact their strategic development and increased profitability. It's a great marketing tool for your members with their clients that only opens every three years.

## **I've never seen the Best Practices report. Can I get a copy?**

Absolutely! [Here is a copy](#) of the 2021 report. [Here are the current](#) Best Practices Agencies by state.

## **Will the principal know who submitted their agency for BP consideration?**

The nomination process is completely anonymous unless you choose otherwise. This is an opportunity for you to reach out to your members 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, but this is a decision entirely up to you.

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

There is no nomination minimum or maximum.

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.

- 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 greatest need is the smallest revenue category, so any special attention to nominating in this group is appreciated.

## **Where can a member find information about the process and benefits of the Best Practices Agency process?**

Understand the Process, Be Ready to Participate and Reap the Benefits [can be found here](#).

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