

Sample Nomination Letter Request to Agencies

** CUSTOM FIELDS ARE HIGHLIGHTED **

Sample copy for communication to agents regarding process.

If you would like the word document, send an email to Jennifer.becker@iiba.net



The Independent Insurance Agents & Brokers of America and Reagan Consulting are currently accepting new nominations for agency participation in the 2022-2024 Best Practices Study cycle. If you believe your agency has the qualities and characteristics to participate in this prestigious research and earn the status of “**Best Practices Agency**” we urge you to let us know.

The background and invite. Every three years state association and insurance carriers are asked to nominate their best agencies to participate in this important Study. Because we think all our **members/appointed agencies** have the potential to be a Best Practices Agency, we are inviting you to contact us before January 31, 2022 to let us know if your agency would like to be nominated. Please note that submitting your name does not create a commitment to participate in the Study but assures that you will be invited to do so if you wish.

In March 2022, Reagan Consulting will invite all nominees to participate in the Study and provide information on how to submit data for review. All submitted data will be strictly confidential to Reagan Consulting and will be analyzed, scored, and ranked objectively across different key performance indicators. The top 30-40 performing agencies in each of the study’s six revenue categories will then be awarded with the 2022 Best Practices Agency designation and will have the opportunity to retain their Best Practices status in 2023 and 2024, provided they submit their data for each of the annual update studies.

What is in it for the agency?

Every agency that submits their data will receive an individualized [Agency Performance Analysis \(APA\)](#) report that compares their results to their Best Practices peer group. Many agencies that submit their data say the greatest benefit of participating in the Study is that it “forces us to take the time to work on the agency rather than in the agency. It is a great management exercise.” In addition, the APA report they receive provides a tremendous return on the time they commit to participating.

[Agencies that are awarded the Best Practices status will receive numerous benefits throughout the three-year cycle with exclusive marketing opportunities including the use of the Best Practices Agency logo, national ads promoting their accomplishment and an invitation to the exclusive 2023 Best Practices Symposium.](#)

We are proud to support the Best Practices efforts and be a partner for success within the independent agency system. We are also proud to have so many outstanding **member/appointed agencies** and would welcome the opportunity to nominate all who an interest in participating in it. Remember this opportunity only comes around once every three years!

For more information on the process and benefits visit “[Become a Best Practices Agency](#)” online or to submit your agency’s name, call **(insert name and contact information)**