

Sample Nomination Letter Request to Company Branches

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If you would like this document in Word format, send an email to [Jennifer Becker](mailto:jennifer.becker@reaganconsulting.com).



The Independent Insurance Agents & Brokers of America (IIABA) and Reagan Consulting are currently accepting new nominations for agency participation in the 2022 Best Practices Study. As supporters of the Best Practices research and efforts, **INSERT COMPANY NAME** is invited to submit our agency nominations for participation. This nomination window only occurs once every three years and provides our high-performing agencies the chance to earn the Best Practices Agency designation.

Please take some thoughtful time to determine which agencies potentially meet the desired criteria of a “Best Practices” agency and submit their information via the Best Practices Nominations forms provided by the deadline of January 31, 2022.

Desired Characteristics of a Best Practices Agency Nominee:

- Organic Growth: has a history of successfully pursuing and writing new business.
- Strong Retention: demonstrates an ability to retain profitable accounts (through good pre-underwriting, service, account development, and relationship building).
- Professional Development: displays a willingness to invest time and resources for employee education (technical, management, sales, etc.) and for owners and staff to be involved in industry/carrier/user group activities. Generally, has low employee turnover but is quick to bring in good new talent if the opportunity presents itself.
- Quality Work Product and Reputation: submissions, information, communications and interactions with agency staff are generally complete, correct and professional. Easy to do business with and strive to enhance the agency/carrier relationship.
- Effective, Efficient: has good systems and procedures in place and is willing to embrace available technology.

The agency nomination revenue categories range from Under \$1.25M to Greater than \$25M, allowing nominations for all agency sizes. Our nomination does not obligate the agency to participate and they will not know who nominated them, unless we choose to notify them.

In March 2022, Reagan Consulting will invite all nominees to participate in the Study by submitting data through a secure portal. All submitted data, which will be held strictly confidential 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.

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.

In addition to providing a clear picture of an agency’s performance, earning the status of Best Practices Agency can serve as an effective agency marketing tool, aid in recruiting new employees, and enhance carrier relationships.

We are proud to be represented by so many outstanding agencies and look forward to the opportunity to nominate agencies for participation. Should you have any questions about the Best Practices nomination process, please feel free to contact Michelle Appelbaum at Reagan Consulting. Phone: 404-869-2541 or Email: michelle@ReaganConsulting.com.