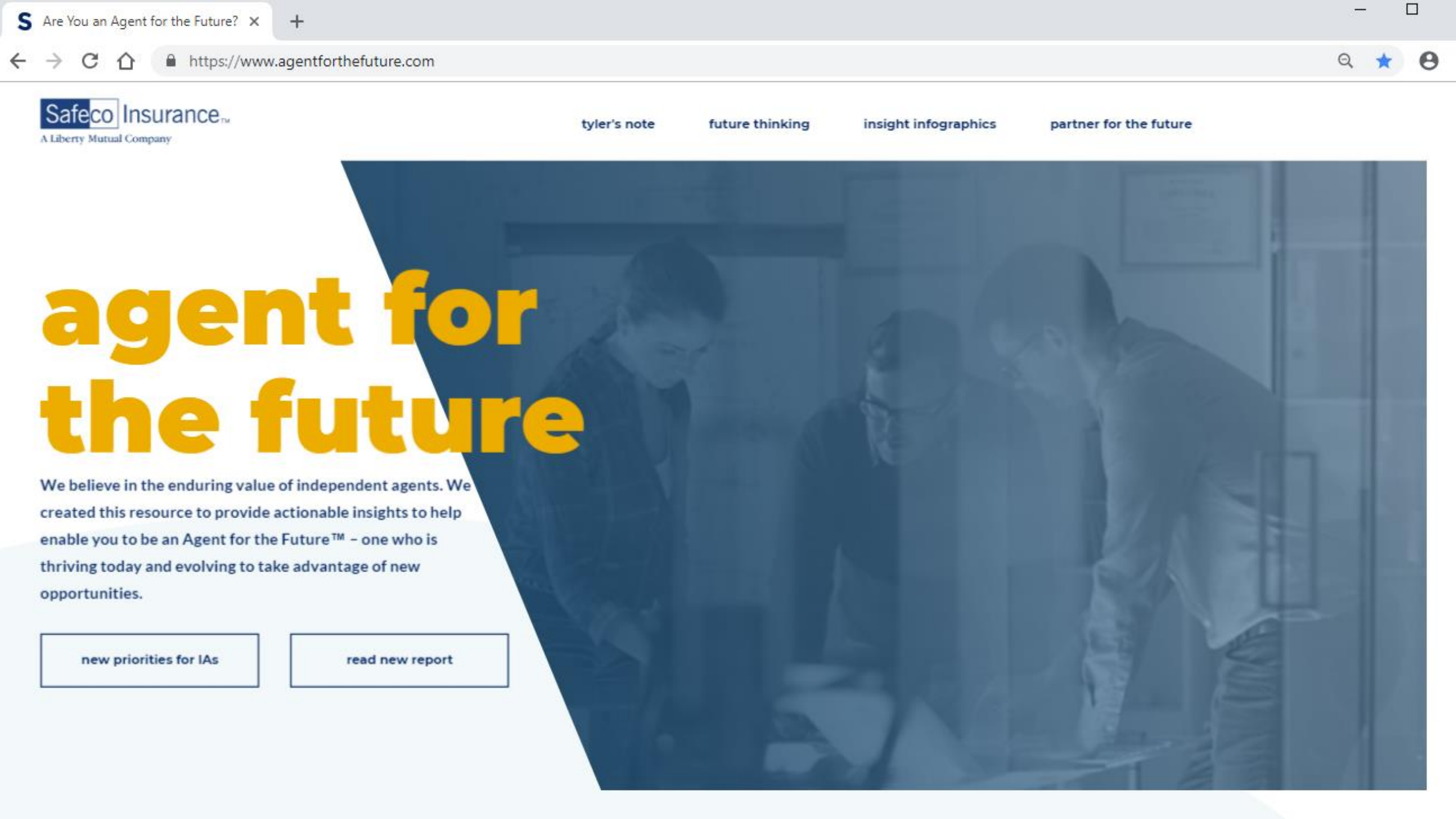




agent for the future

Jeff Ogard, VP of Agency Relations
October, 17, 2018



agent for the future

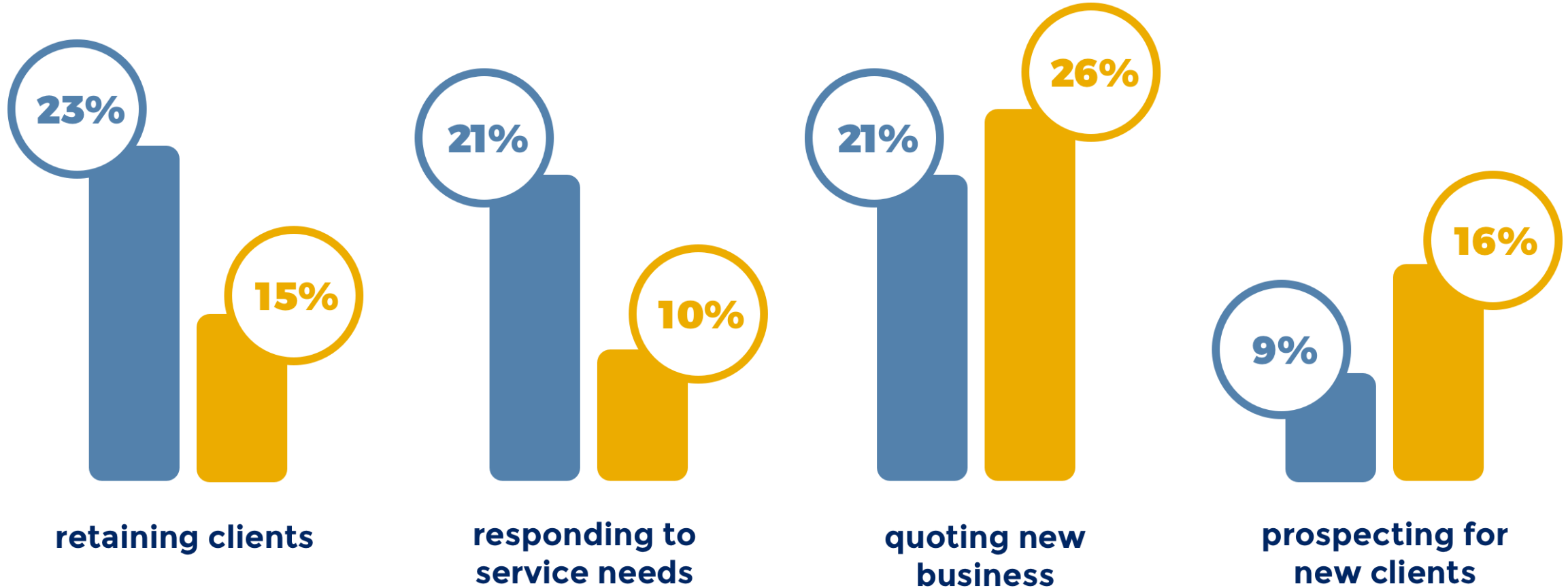
We believe in the enduring value of independent agents. We created this resource to provide actionable insights to help enable you to be an Agent for the Future™ – one who is thriving today and evolving to take advantage of new opportunities.

[new priorities for IAs](#)

[read new report](#)

How agents want to spend their time in 2020

● now ● in 2020



How agents plan to grow in the next 5 years



increasing cross-sales

78%



new digital capabilities
(mobile, chat)

48%



new lead resources

50%



increase marketing
investment

38%



adding new producers

50%



new market segments

31%

A need to increase marketing investment



38% of independent agents surveyed said they are planning to increase their marketing investment, but ...

only 16% said they are planning on hiring a Dedicated marketing specialist

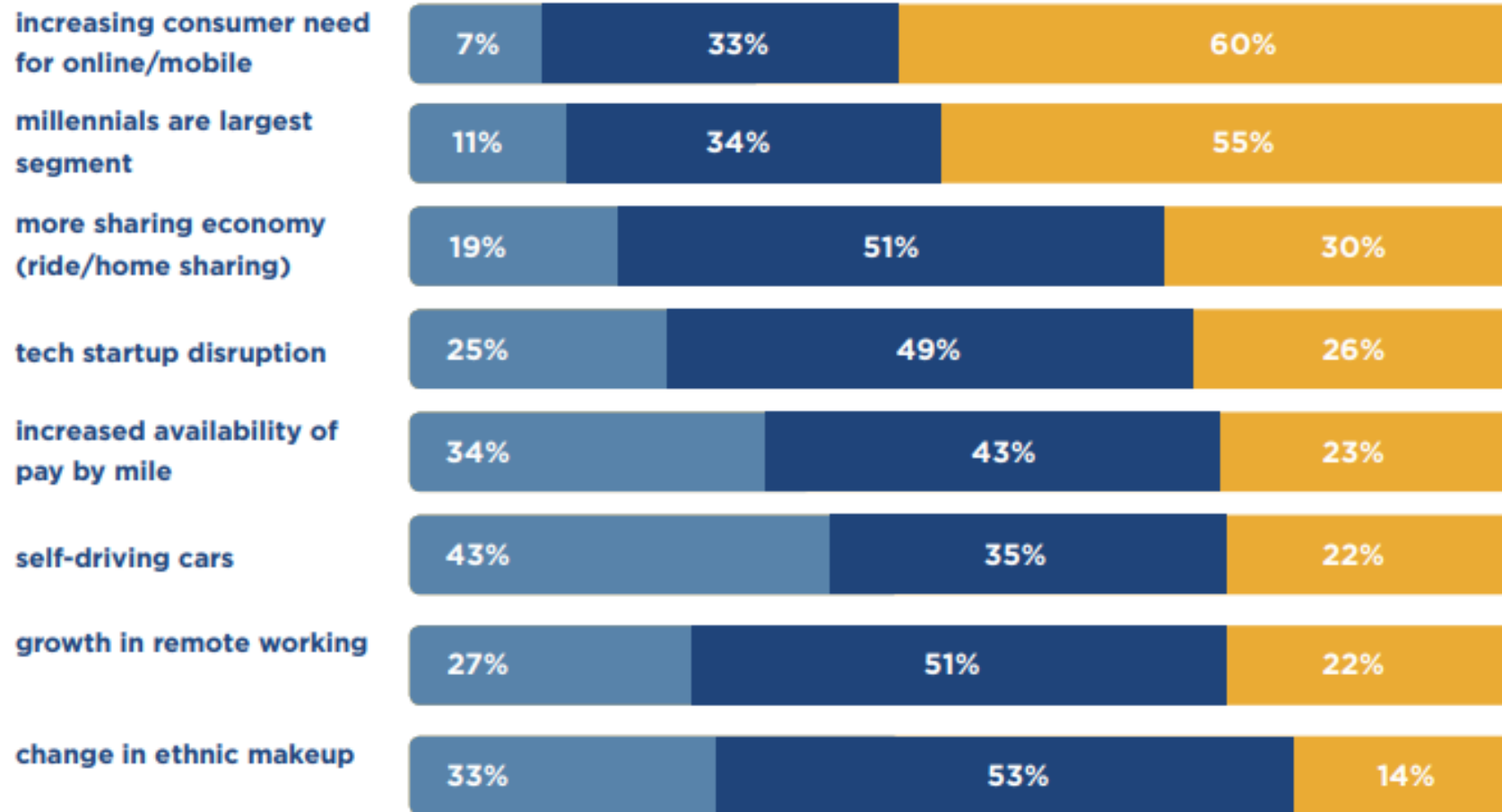


A need to embrace online account management



What IAs think will affect the channel by 2020

● no/don't know ● minor ● major





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