

Why Work With an Independent Agent?

Talking geckos, quirky brunettes and retired NFL quarterbacks might suggest insurance is a commodity, but the right insurance will go above and beyond for your clients when they need it most. If your valued clients are going to have the proper risk management, comprehensive protection and service experience they deserve, they need the right insurance agent, and chances are that agent is an independent agent.

What qualities make for a good fit between a valued client and an independent agent? The right independent agent:

- Is fluent in assessing complex exposures and is able to structure comprehensive policies that reflect complex trust and estate planning
- Continually assesses your client's insurance coverage as their needs evolve
- Delivers excellent service in line with the expectations of valued clients

There are two main ways to obtain coverage:

- Direct writers
- Independent agents

Direct writers offer “off the rack” coverage drawn only from the pool of policies offered by the parent company. They offer standard coverage, which works fine for people who have standard needs.

Enter the Independent Agent

This type of agent isn't tied to a single insurer; instead, he or she represents multiple insurers. This allows the broker to:

- Tailor coverage solutions to each client, using multiple insurers to craft bespoke, comprehensive protection—including for risks unique to successful clients
- Have a depth and breadth of knowledge that affords client flexibility and genuine security
- Advocate on clients' behalf with insurers in the case of a claim

Perhaps most important, independent agents understand that coverage goes beyond having a good insurance policy. It means true risk management, something that can only be offered by an agent who takes a comprehensive, individualized approach.

For a deeper look at finding the right coverage match for your clients, please see “Why Not All P&C Carriers Are the Same.”


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