

Be **Proactive** in this Hard Market

“Brand your agency or someone else will do it for you” has been heard a time or two. In this Hard Market, many of our customers are wondering where the premium increases are coming from and if it is coming from you, their agent.

There are so many influencers of the Hard Market, many of our staff and clients have not seen the likes before. This Spring is a perfect time for you to be proactive with education on market forces, providing data and resources to assure them that you are working hard for their interest. This is where NIIA and the Trusted Choice® can help.

All NIIA agency members are “Trusted Choice” members via your membership. If you visit TrustedChoice.independentagent.com, you will find all sorts of information designed for your agency and your team to help communicate the challenges of the industry by way of both social media and direct communications. The [Hard Market Toolkit](#) is another resource for your team to better understand and explain the challenges in today’s market. Independent Insurance Agents are uniquely qualified to inform consumers about what is happening in the market, the many carrier relationships they have, which allows them to continually work with the best interest of the customers in mind.

In addition to content to share, marketing campaigns, resources & training, you can get paid to utilize Trusted Choice®. The [Trusted Choice Marketing Reimbursement Program \(MRP\)](#) helps agencies offset the cost of various marketing activities that support marketing and growing your agency, from digital advertising or traditional marketing that include our logo to working with select preferred marketing vendors.

Including the Trusted Choice logo in your marketing allows you to leverage the national recognition and reputation of the brand and helps expand the brand’s reach.

- Get back up to **\$1000** per agency – \$500 maximum towards any one TechCompare vendor.
- Reimbursements are made at **50%** of cost to you until reaching the \$1000 limit.
- Funds can be utilized from multiple vendors or sources.
- Reimbursement Options are Traditional, Digital and TechCompare Vendors.

Stop wasting time, spring forward allowing yourself to be proactive with the tools at hand. Take advantage of the [MRP](#) today.

Feel free to contact me with any questions or for assistance.

Happy Marketing,

Susan Bauman, NIIA Executive Director