



# The Value of Your Agency Membership

By joining IIAV today, your entire agency will be a part of the premier Virginia insurance association for independent property & casualty, life & health and financial services agencies.

- Enjoy IIAV membership benefits for all, not just designated employees!
- Receive a Membership plaque and the license to use the Big "I" and Trusted Choice logos
- Automatic Membership with IIAA – Independent Insurance Agents and Brokers of America Big "I"
- Have access to a professional and friendly staff eager to serve you and your agency personnel

## INFORMATION & COMMUNICATIONS

- ✓ **In-depth access to our website ([www.iiav.com](http://www.iiav.com)) that helps members learn and grow their business, with:**
  - Technical Bulletins
  - Legislative Updates
  - Virtual University
  - Best Practices
  - Industry Links
  - Resource Library
  - Company Contract Evaluations
  - And much more!
- ✓ **Information through these resources:**
  - Quarterly state magazine
  - Monthly national magazine
  - Monthly state e-newsletter
  - Quarterly national Big "I" Markets newsletter
  - Industry e-mail alerts
  - Annual membership directory and users' guide
  - Big "I" Agents Council for Technology (ACT) newsletter
- ✓ **Big "I" Rough Notes Advantage Plus-** Discounted member pricing for a web-based resource providing comprehensive tools that will improve the knowledge and professionalism of your agency staff, creating opportunities for revenue growth. Visit [www.independentagent.com/roughnotes](http://www.independentagent.com/roughnotes)
- ✓ **TRUSTED CHOICE** - Access to Big "I" Branded Logo Program. Provides free agency profile on website, free website evaluation, referrals, customizable print and radio ads, as well as reimbursement on co-branded advertising, marketing materials and training.
- ✓ **Affinity HR Group** - Access to Human Resources information and valuable weekly HR tips.
- ✓ **BIG "I" Hires & New Hire Toolkit** - Help you find and retain quality employees.

## ADVOCACY

- ✓ There are eight IIABA lobbyists in the Washington, DC office and two full time IIAV lobbyists during the Virginia General Assembly who also regularly participate and attend committees, commissions, and hearings throughout the year in Richmond. Regular legislative reports ensure you and your agency are updated with the latest information!
  - IIAV hosts Insurance Agents Day on the Hill and IIABA hosts the National Legislative Conference annually.
  - IIABA's InsurPAC is the only million dollar PAC among insurance agent organizations.
  - IIAV has initiated numerous legislative proposals, including the proposal to regulate Certificates of Insurance.
  - VAPAC

## EDUCATION

- ✓ High quality, award-winning education programs throughout Virginia and by webinar at discounted rates.
- ✓ **Professional Designations** available to enhance your expertise:
  - Accredited Customer Service Representative – ACSR
  - Accredited Advisor in Insurance – AAI
  - Accredited Advisor in Insurance - Management – AAI-M
  - Associate in Insurance Account Management – AIAM
  - Associate in Insurance Supervisory Management - AISM
  - Construction Risk Specialist – CRIS
  - Management Liability Insurance Specialist - MLIS
  - Commercial Lines Coverage Specialist - CLCS
- ✓ Access to scholarship opportunities for pre-licensing classes.
- ✓ FREE pre-licensing classes for active-duty military, spouses, and veterans.
- ✓ **My Agency Campus** - Access to on-demand training to successfully on-board your new hire, or transition those taking on a new role in your organization.
- ✓ **Virtual University** - Access to a hub of online education and research through IIABA with more than 18,000 pages with answers to tough insurance, management, and sales questions.
- ✓ Access to your licensing and CE Transcript.

## EVENTS & MEETINGS

- ✓ IIAV's Annual Convention & Tradeshow
- ✓ Annual Young Agents' Conference
- ✓ Insurance Agents Day on the Hill
- ✓ VAIA Education Forum
- ✓ Networking and Social Events across the State

## INSURANCE PRODUCTS

IIAV members have access to [Virginia Financial Services Corporation \(VFSC\)](#), IIAV's for-profit member program.

- ✓ **Coverages for your AGENCY:**
  - Comprehensive **Errors & Omissions** for peace of mind - Nearly 80% of IIAV's Agency Members' E&O coverage is through VFSC. Many markets are available, including Swiss Re.
  - Endorsed **Cyber Liability** markets are available including but not limited to Beazley, Coalition and RPS.
  - **Agency Umbrella** that goes over your E&O and can include personal umbrella coverage for agency owners
  - Section 125 FSAs for you and your clients.
  - Group Health Insurance.
  - Life & Disability insurance.
  - Retirement programs.
  - Employment Practices Liability Ins (EPLI).
  - E&O Seminars which provide up to a 15% premium discount.
- ✓ **Coverages for your CLIENTS:**
  - **RLI** - Ability to write Home-Based businesses and Personal Umbrellas.
  - Personal excess for higher risk drivers.
  - **Big "I" Markets** - Online market access program for specialty. insurance product.
  - **Flood** - Selective National Flood Program - Competitive Commissions.

- ✓ **VFSC returned over \$65,000 in commissions to members last year!**

02.2024

## OTHER PRODUCTS & SERVICES

- ✓ **FIND A MARKET** - IIAV program for member agencies, where you can submit a request for a specific market and every participating Associate and Managing General Agency member will be directly emailed allowing them to immediately respond if interested.
- ✓ **NEED AN AGENT** – Insurance-buying public often contacts the IIAV office seeking quotes/policies. IIAV secures basic information and shares this with IIAV member agencies within the geographic region of the insured.
- ✓ **Free access to ACORD forms.** Big "I" covers the cost of end users licenses when accessing via a management system, redistribution, or through ACORD Advantage Plus Program.
- ✓ Industry-wide awards and recognition opportunities.
- ✓ Free carrier contract compensation agreements review.
- ✓ Use of our **Career Board**. This growing resource will help you attract the talented applicants you seek in a timely fashion.
- ✓ **Community Involvement:**
  - **Make-A-Wish** sponsorship and participation in the annual "Walk For Wishes" event.
  - Variety of service projects led by the Young Agents' Committee.
  - Industry representation at regional career fairs.
  - Guest speaker program for local high schools to promote basic insurance knowledge and insurance as a career path.
  - **INVEST** - Insurance professionals team with high school and college educators to provide a useful insurance curriculum for students in this school-to-work program. Its mission is to improve insurance literacy in students and attract new talent to the industry.
  - **VAIA** - Virginia Association of Insurance Agents, provides information on industry current events.
- ✓ **Total Administrative Services Corp (TASC)** - IIAV has endorsed this Section 125 Plan Administrator to help you and your clients in the implementation of Section 125 plans which are designed to pay certain qualified expenses (including health insurance premiums) on a pre-tax basis, thereby reducing total taxable income and increasing spendable/take-home income.
- ✓ **InsurBanc**- Agency valuation, lending solutions for next generation growth and purchasing.
- ✓ **Agency Buy/Sell** - This online feature lists agencies that want to sell their business and agencies who want to buy additional businesses.
- ✓ **Agency Perpetuation and Merger/Acquisition Resources**
- ✓ **The Moberg Group** -
  - To help IIAV members remain competitive and well-organized, IIAV and Swiss Re in conjunction with The Moberg Group, offer the Agency E&O Review Program for agencies participating in the E&O insurance program. Members can receive a FREE 1-hour consultation with the Moberg Group per member/per year. They can help you with mergers and acquisitions, agency perpetuation, producer and staff compensation planning, sales and producer management, producer training, workflow and procedures to improve agency productivity and profitability.
  - The Moberg Group also offers independent insurance agency consulting services including providing **Agency Operations & Procedures Manuals** (with member discounts) and website audits.
- ✓ **ePayPolicy** - ePayPolicy allows you to accept credit cards & ACH payments through their online, company-branded payment profile.
- ✓ **Imperial PFS** - IIAV's endorsed premium finance carrier. They provide premium financing and other financial products to insureds, insurance agents and brokers throughout the U.S.
- ✓ **Caliper** - Caliper offers IIAV Members 50% off of a comprehensive personality assessment for job applicants, wherein Caliper consultants can tell you whether an individual has the qualities needed to make it in management, supervisory, sales and similar high-level positions within your agency.

## OTHER PRODUCTS & SERVICES, CONT.

- ✓ **Agents Council for Technology (ACT)** through the Big "I" - The industry's leading technology experts provide blueprints on disaster planning, cybersecurity, customer experience, and other emerging trends to help your agency. Look to ACT when you are looking for best practices or if you want to influence the industry's technology direction, join an ACT meeting or virtual workgroup.
- ✓ **Big "I" Hires**- Offers recruiting services, candidates assessments, professional development and training.
- ✓ **Accelerate2Compliance** - Security platform that allows your agency to meet NEW cyber requirements by implementing necessary procedural documents with assessment and training at a 15% discount.
- ✓ **Mines Press and UPS** - Discounted rates on printed materials and delivery services.

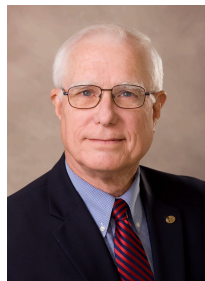
## WE WORK FOR YOU! IIAV STAFF



**Robert N. Bradshaw, Jr., MAM**  
President & CEO  
rbradshaw@iiav.com



**Lisa Harmon**  
IIAV Chief Operating Officer & VFSC Executive V. P.  
lharmon@iiav.com



**Joseph L. Hudgins, CPCU**  
Vice President - Technical Research and Government Relations  
jhudgins@iiav.com



**Anna McEachern**  
IIAV Director of Professional Development and Events Management  
amceachern@iiav.com



**Rich Messler, CIC**  
Director of Industry Relations  
rmessler@iiav.com



The Trusted Choice®



**Sara Armor**  
Office Manager  
sarmor@iiav.com



**Rob Brill**  
RLI Administrator  
rbrill@iiav.com



**Melanie DeCola**  
Insurance Account Executive  
mdecola@iiav.com



**Vera Wooden, AIS, AINS**  
Insurance Account Executive  
wooden@iiav.com



**Susan E. C. Perkins**  
Education Coordinator  
sperkins@iiav.com



The Trusted Choice®