



# The Value of Your Membership

Compare these incredible membership values with ANY OTHER Industry association! By simply joining IIAV today your entire agency may . . .

- ✓ 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 handsome Membership plaque and the license to use the “Big I” and Trusted Choice logos
  - Participate in IIAV’s media outreach network
  - Be affiliated with IIBA – Independent Insurance Agents and Brokers of America
  - A 12-person professional and friendly staff eager to serve you and your agency personnel

## INFORMATION & COMMUNICATIONS

- ✓ Have in-depth access to a website ([www.iiav.com](http://www.iiav.com)) that helps members learn and grow their business 24/7, with:
  - Technical bulletins
  - Legislative updates
  - Virtual University
  - Best Practices
  - Industry links
  - Career center (job postings)
  - Resource Library
  - Agency Buy/Sell
  - Company contract evaluations
  - . . . and more!!!
- ✓ Be better informed through these resources:
  - Quarterly state magazine
  - Monthly national magazine
  - Monthly state e-newsletter
  - Quarterly national Big “I” Markets newsletter
  - Industry e-mail alerts
  - Legislative updates
  - 24/7 website resource
  - Annual membership directory and users’ guide
  - ACT – Agents Council for Technology monthly
  - IIAV’s new feature on the [www.iiav.com](http://www.iiav.com) website permitting member agencies to post their interest of either buying or selling an agency or book of business. To view, go to [www.iiav.com](http://www.iiav.com) , log in and click open the Member Resource drop down screen. Then open the Agency Buyers and Sellers entry.
  - Social Media Policy Guide for agencies. See [www.independentagent.com/act](http://www.independentagent.com/act).
- ✓ Big “I” Virtual Risk Consultant - Discounted member pricing for a web-based resource providing comprehensive tools that will improve the knowledge and professionalism of agency staff, creating opportunities for revenue growth. Visit [www.iiaba.net/VCR](http://www.iiaba.net/VCR).

## EDUCATION

- ✓ Benefit from high quality, award-winning education programs throughout Virginia - conveniently located near you. Over 160 classes in more than 20 locations - technical, customer service, management, sales training - the classes you and your agency need.
- ✓ Pursue Professional Designations:
  - 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
  - Agriculture Farm Insurance Specialist – AFIS
  - Construction Risk Specialist – CRIS
  - Management Liability Insurance Specialist - MLS
- ✓ BRAND NEW – Scholarship opportunities for pre-licensing classes.
- ✓ NEW – On-Demand new hire training through New Level Partners for new hires or those transitioning in a new role in your agency or company. Series available are: Commercial Ins Curriculum; Personal Ins Curriculum; Essentials for CSRs and Acc't Mgrs; and Manager's Series.
- ✓ FREE pre-licensing classes for active-duty military spouses and veterans.
- ✓ NEW Free online Virtual University Microsoft Classes for Beginners, Intermediates and Advanced for Word, Excel, Front Page, Fundamentals, InfoPath, OneNote, Outlook, PowerPoint, Publisher and more.

## ADVOCACY

- ✓ There are about eight IIABA professionals in Washington, DC office and two full time IIAV lobbyists during the Virginia General Assembly who also regularly participate and attend committees, commissions, and hearing throughout the year in Richmond. Regular legislative reports ensure that you and your agency are "proactive," not "reactive" to legislative events!
  - IIAV's insurance Day on the Hill and IIABA's National Legislative Conference ensure that you are "in the know."
  - IIABA's InsurPAC is the only million dollar PAC among insurance agent organizations.
  - IIAV has initiated numerous legislative proposals none the least of which is the proposal to regulate Certificates of Insurance.

## EVENTS & MEETINGS

- ✓ IIAV's Annual Conference & Exhibition at the Hilton Oceanfront Hotel, Virginia Beach in June 23-25, 2019
- ✓ Our fast-growing Young Agents Committee and Young Agents Conference in October 2019.
- ✓ Networking and Service events across the Commonwealth

**"Your instructor was so full of life and very considerate of the entire class. He took time during lunch to help me with questions. I felt like he had my back and was very thoughtful.**

**I took away a lot from the class and feel energized about my job and insurance. He was inspiring to me."**

***AAI student***

**"Carter Lyons and her team consistently produce well-organized conventions and events. As a carrier representative and former agent, I hold these events and socials invaluable to increase knowledge and build relationships that lead to more business. The speakers are carefully chosen and the venues are top notch.**

**Thank you to IIAV."**

***Harold Trace, Sr.***

# INSURANCE PRODUCTS

✓ Now have access to IIAV's for-profit member program – Virginia Financial Services Corporation offering:

## 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 Westport and SwissRe.
- Endorsed Cyber Liability program through Evolve MGA with one of the broadest cyber policies in the market
- Agency umbrella that goes over your E&O
- Group Health Insurance
- Life & Disability insurance
- Retirement programs
- Employment Practices Liability Ins (EPLI)
- Section 125 FSAs for you and your clients

## Coverages for your CLIENTS:

- Ability to write Home-Based businesses and unsupported Personal Umbrellas through RLI.
- Personal excess for higher risk drivers
- High value homeowners
- Flood
- Many more unusual products for that special client!

✓ A unique and effective tool for financial professionals who want to provide their clients with the very best term life products quickly and easily. IIAV-endorsed complete, end-to-end term life solution. This new product is a completely integrated, easy-to-use, web-based, term life selection, quotation, ordering, processing and placement system.

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

# OTHER VALUABLE PRODUCTS & SERVICES

- ✓ • Free Carrier Contract Reviews
  - Easy-to-use, High Commission, EZAPP life sales tool
  - Virtual University with seemingly endless management and sales info
  - NEW – Endorsed provider, The Moberg Group, offers independent insurance agency consulting services including providing Agency Operations & Procedures Manuals with member discounting.
  - Be able to access quick turn-around and low cost criminal background checks on new employees
  - 50% discount on Caliper services
  - Have available Community Recognition Projects:
    - Industry-wide awards and recognition opportunities
    - High school driver's education assistance
    - INVEST – Bringing Insurance to the classroom
  - Be eligible to apply for Trusted Choice – National branding program for your agency
  - Enjoy customer friendly commercial premium financing with internet integration
  - Become familiar with IIAV's experienced staff who works on your behalf!
- ✓ **FIND A MARKET** - Website facility enabling agencies seeking specific product markets to discretely post their interest. IIAV members 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. Used by over 1,440 agents.
- ✓ **NEED AN AGENT** – Insurance-buying public often contacts the IIAV office seeking quotes/policies. Staff secures basic information and shares this with IIAV member agencies within the geographic region of the insured. Over 660 referrals sent to date.

## OTHER VALUABLE PRODUCTS & SERVICES (CONT.)

- ✓ **NEW** The Moberg Group - To help IIAV member agents remain competitive, well-organized, and profitable, IIAV and SwissRe/Westport in conjunction with The Moberg Group (TMG), offer the Agency E&O Review Program for agencies participating in the E&O insurance program. All IIAV 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 and improvement to agency productivity and profitability.
- ✓ **NEW** ePayPolicy - ePayPolicy allows you to accept credit cards & ACH payments through their very own online, company-branded payment profile.
- ✓ IIAV has endorsed a Section 125 Plan Administrator, Total Administrative Services Corporation (TASC), 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. Funds set aside for flexible spending accounts are
- ✓ **NEW** Visit our website's Career Board. This growing resource will help you attract the talented applicants you seek in a timely fashion.
- ✓ **NEW** Free Real Time Webinars – Real Time is the next major advance in agency workflows. Major benefits are being derived using Real Time as well as Commercial and Personal Lines Download. In this webinar, Real Time is explained, demonstrated and the benefits discussed. Steps to be taken are outlined whether you are just starting Real Time or interested in increasing its usage within your agency.
- ✓ Access Human Resource info and valuable weekly HR tips through Affinity HR Group

## WE WORK FOR YOU! IIAV STAFF



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



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



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



**Debbi Little**  
IIAV Director of Education & Professional Development & VAIA Executive Director  
dlittle@iiaav.com



**Don Bragg, CPCU, MBA, CIC, CPIA**  
Director of Membership & Marketing  
dbragg@iiaav.com



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



**Grant Brewer**  
Communications & Graphic Design Manager  
gbrewer@iiaav.com



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



**Vera Wooden, AIS, AINS**  
Insurance Account Executive  
vwooden@iiaav.com



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

