Market Your Agency

PIA Branding Program
An exclusive and ever-growing collection of advertising and marketing materials for PIA members from the state and national level, produced to help you stand out from your competition.

⇒ Consumer-friendly Issue Papers
A series on topics of high consumer interest, produced to be distributed to your clients or used on your website and in social media marketing.

⇒ Social Media Support
This includes webinars to help agents maximize their social media efforts, strategic and tactical guidelines, articles and announcements to use in your social media and guidance to create unique content.

⇒ Print Advertising
A collection of print advertisements for PIA members to run in local publications, customized with logo and contact information.

⇒ Radio Advertising
A series of English and Spanish radio ads which members may tag with their own information.

⇒ Digital Services
PIA provides help with your online advertising, SEO, SEM, your website and more.

⇒ Using the PIA Logo
Put the PIA logo on your business card, website, stationary and signage.

Agency Marketing Toolkit
PIA members reading the publication will learn how fellow members use text messaging to service policies and generate new business, how public speaking can be used to generate leads, how to make use of technology in their agency’s marketing and much more.

Agency Revenue Tools
Boost personal lines sales by engaging in employee worksite marketing.

Floodbroker.com
Floodbroker creates agency branded microsites, containing Floodbroker’s proprietary National Flood Insurance Program (NFIP) quoting engine and have a unique agency-specific URL.

Flood Insurance Marketing
Whether a member is writing flood insurance with The Hartford or if they are generating flood quotes with Floodbroker.com, multiple resources are available to help improve your agency’s flood sales.

Discounted Marketing Services
Members receive discounts on professional marketing support, ranging from website design to promotional items and more.

Learn more about PIA of Kentucky member benefits at piaky.org.
Professional Development

Unlimited CE Pass
Exclusively for PIA of Kentucky members in partnership with Kaplan, the CE Pass Program provides unlimited online access to approved Kentucky CE credit. Designed so that your licensed staff who do not yet hold a designation can easily obtain the required continuing education credits for one low price of only $45 annually.

Professional Designation Programs
Take your career to the next level. Partner with PIA of Kentucky to earn your CIC, CISR, CISR Elite and/or CPIA designations.

Multiple CE Credit Options
Classroom training, live webinars and on-demand online options are all available.

Networking Opportunities
Annual State Meetings, a member’s only social network and the “Find an Agent” member directory offer multiple opportunities to interact with colleagues across the state.

Cyber 101
The PIA Partnership provides essential information you and your clients need to know about cyber. Gain practical knowledge about the cyber risks faced by businesses, and the insurance coverages that have evolved to protect those businesses.

Visit our Calendar of Events for the full schedule

A Partnership to Provide PIA Members the Best in Insurance Education

Exclusive Member Pricing

Insurance Prelicensing
Ready to begin your insurance career? PIAK has partnered with Kaplan to provide members with discounted prelicensing education. Master the material for the state insurance licensing exam with innovative study tools and extensive course options.

Securities Training
Want to add securities to your repertoire? Take advantage of discounted securities licensing exam prep for our members. You'll find everything you need to feel confident on exam day.
Agency Management Tools

Through its activities with participating companies, the PIA Partnership identifies areas of opportunity in the agency-company relationship and conducts solution-oriented research.

- Small Business Insurance & the Internet
- Perpetuation Central
- Closing the Gap-Growth & Profit
- Agency Touch Points-The Voice of the Customer
- Practical Guide to Successful Planning
- Reaching Gen Y

Post a Job
Members may self-post their openings at no charge.

Carrier Contract Review
As an exclusive service to PIA members, we offer agency agreement review services.

E&O Loss Control Program
When you meet any of the criteria, a 5% credit is applied to your base premium—up to a maximum of 10% credit.

Agency Preparedness & Recovery Plan
The PIA guide to creating an agency-specific business contingency plan.

Ask PIA
If you have a question, PIA will call on a panel of experts to find you an answer.

AVYST eForms Wizard
Save 75% of your staff’s time to complete a submission with special member discounted pricing. AVYST’s eForms Wizard is a turnkey submission workflow sales and risk management system that provides producers with the ability to input data once (on or offline) and complete forms and supplements including lines of business that are not available in their agency management systems.

Relevant Communication

PIAK Post Library
An ever-updated collection of articles on a variety of topics relevant to the independent agent. Explore

Publications
- Monthly Newsletter
- Friday Recap
- Event, Advocacy and Industry Updates

PIA Connection
Get the latest in national news

PIAKY.ORG
Our newly updated website offers numerous resources for our members and visitors. Visit

Join Our Mailing List
Insurance Products

For You and Your Agency

**E&O Insurance**
PIA of Kentucky has chosen to represent Utica National as one of our E&O carriers. And all PIA of Kentucky members receive a 10% discount! **Note:** all agents may obtain a Quick Premium Indicator from PIA of Kentucky and Utica.

**PIA Trust Insurance**
As a PIA member you can choose from several high-quality, competitively priced insurance plans to help protect you, your employees and families. You can customize your protection to best suit your needs.

**Cyber Insurance for Your Agency**
PIA National has partnered with ABA Insurance Services to develop a cyber liability insurance program that addresses and covers the specific needs of small and medium-sized businesses at significantly discounted rates.

To Sell

**PIA Market Access**
PIA Market Access is a wholesale market access program that will help PIA members access personal and commercial lines markets from a number of admitted “A” or better-rated companies. Agents submitting applications through the platform can receive quotes from many of these companies through a technologically advanced personal and commercial lines rater. PIA has negotiated an exclusive low monthly rate for the use of InsureZone technology and market access, and agents can expect to see competitive commission rates.

**Best of Both Worlds**
If you already have your own carrier appointments but are seeking a comparative rater, you can join the PIA Market Access "Best of Both Worlds" Program.

**Cyber Insurance to Sell**
PIA and ABAIS Insurance Services have worked with Great American E&S Insurance Company to create a cyber insurance program exclusively for PIA members to sell to their clients. PIA’s cyber insurance is the first cyber insurance program tailor-made for small and medium-sized businesses.

**Flood Insurance Sales**
Since 2004, PIA and The Hartford have joined together to provide PIA member agents the opportunity to offer your customers flood insurance through The Hartford, a WYO company. PIA members earn great commissions on flood insurance sales with The Hartford and, if they want, a flood insurance processing center that does most of the heavy lifting for them.

**Member Discounts**
PIA members receive a variety of discounts to save you and your agency money.

Current offers include:
- Alamo Rent A Car
- Central Licensing Bureau
- CVS CareMark
- Omnia Behavioral Profiling
- Rough Notes Advantage-Plus
- UPS
The Voice of Kentucky’s Independent Agents

Effective advocacy involves more than lobbying. Certainly, we maintain excellent relationships with individuals, agencies, and organizations that influence legislation but convincing legislators of one thing or another is only a small part of the process.

Literally, hundreds of bills are introduced each year that affect not only professional insurance agents, but other small businesses and consumers as well. Keeping track of all these bills, along with other regulatory changes, would be nearly impossible for a busy professional. That’s where we can help! PIA’s advocacy efforts begin with monitoring regulatory and legislative channels and following state and federal bills as they move thru the process.

Get Involved

Advocacy Priorities PIA is always working to promote the interests of the independent agent. [Download PIA’s 2019 Policy & Advocacy priorities.]

PIA Advocacy Month While Members of Congress are home in their Kentucky districts for August recess, PIA is asking its members to meet with at least one of their representatives from Congress. [Learn more.]

Federal Legislative Summit PIA’s Premier Grassroots Event, the FLS is a gathering of PIA members in the nation’s capital to meet with their elected representatives. [Learn more.]

PIA of Kentucky PAC (PIAKPAC) Professional Insurance Agents of Kentucky Political Action Committee is a key piece of PIA’s advocacy campaign. PIAKPAC contributions go to support candidates and policymakers that are pro-insurance and pro-business. We need your help to continue these efforts. Please click to [learn more] and [donate today!]!

Contact PIA of Kentucky

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