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.

⇒ PIA’s Direct Marketing Vault
A one-stop shop for direct mail and digital services.

⇒ 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.

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.
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.

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

**The PIA Partnership**
The PIA Partnership Through it’s activities with participating companies the PIA Partnership identifies areas of opportunity in the agency-company relationship and conducts solution-oriented research.

**AVYST eForms Wizard**
Quickly and easily prepare ACORD agency-specific and carrier unique applications and forms integrating data only once in an organized interview format. Get to market faster!

**Agency Journey Mapping**
Value your agency, maximize your retirement income, and plan for the unexpected while creating a perpetuation plan for your agency.

**Coronavirus Resource Center**
As we collectively face the challenges of pandemic, the PIAK Coronavirus Resource Center provides links to the latest state, national, industry and news to assist to the ever-changing environment.

**Kentucky Professional**
Our quarterly digital magazine provides an in-depth look at the hottest topics facing our industry.

**PIAK Career Center**
Members may self-post their openings and resumes at no charge, and access career resources.

**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.

**PIAKY.ORG**
Our constantly updated website offers numerous resources for our members and visitors. [Visit](#)

**PIAK Post Library**
An ever-updated collection of articles on a variety of topics relevant to the independent agent. [Explore](#)

**PIA Connection**
Get the latest in national news.

**Join Our Mailing List**

**Relevant Communication**
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.

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

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.
Your Industry Advocate

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. PIAPAC 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

Phone: (502) 875-3888
Email: info@piaky.org
Website: piaky.org

107 Consumer Lane
Frankfort, KY 40601