

perpetuate

:to make perpetual or cause to last indefinitely



PIA of Kentucky Newsletter

October, 2018

Greetings!

The dreaded "P" word: Perpetuation. What's YOUR plan?

There's no denying that it's an issue that directly impacts our agencies, but few of us like to think about it. But with the average independent agency principal pushing 60, developing your own succession plan is critical no matter your current age. In this issue we explore possible strategies to ensure the best long-term outcomes for you, your staff and your clients.

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3 Top Succession Strategies

Which One's Right for You?

Whether you are building your book of business or starting to think about retirement in the future, it's never too early to develop a plan to ensure your business and clients are set up to succeed when you decide to exit.....[read more](#)

Creating a Viable Succession Plan

Exit Strategy for Your Agency

With the graying of the profession and the complexity of today's financial services world, many advisors find themselves overwhelmed and stuck when it comes to creating a viable succession or exit plan. Too many have postponed what should be a long-term process.....[read more](#)

Maximize the Value of Your Agency

The How-To Guide

While insurance is a people business; finding, keeping and training the best people is one of the top insurance industry challenges. Still holding on to

a problem employee can have long lasting and detrimental affect on everyone in and around your insurance agency.....[read more](#)



2019 Agency Marketing

Guide Now Available

PIA Agency Marketing Guide features marketing tips from real agents as well as industry professionals who work with thousands of agents across the country each year. PIA members reading the



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.

The 9th edition of the *PIA Agency Marketing Guide* is now available. Members were mailed a copy, and it's also available to you [online](#) (member login required).
[Learn more](#)



AVYTS eForms Wizard

A turnkey submission workflow sales and risk management system that provides producers with the ability to input data once and complete agent specific, carrier unique and almost 800 ACORD forms. Increase efficiency and speed to market. Available free to PIA members through 2018 and then at half-price beginning in 2019.

[Learn more](#)



Overcome Key Hurdles When Selling

Want Your Agency to be Wanted?

What is it like to be wanted? To have your business model coveted by many eager buyers? Aspirational buyers and well-funded buyers alike are popping to the surface, looking for opportunities. Some experts believe that supply and demand dynamics will elevate purchase prices.....[read more](#)



Insurance Agency M&As

Taking Out the Mystery

The amount of merger and acquisition activity going on in the independent advisory industry is more than I can ever remember. The reason behind it seems to be several major industry changes[read more](#)



Google Search

Get More Quotes

Have you ever thought about why someone chooses to call one insurance agency over another?.....[read more](#)



Sales and Business Success

The Four Ingredients

It happened again two weeks ago. I met with someone struggling to get their business going. One of the first questions I asked, and always ask: "What are you doing to bring in revenue (sell something)?"..... [read more](#)



In Every Issue

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Featured Member



Welcome Tyler Austin

Tyler's insurance career began with his dad's agency, Austin Insurance in Paducah. In 2015 Erie contacted him with an opportunity to start his own agency, and in March 2016 Four Rivers Insurance Agency was established in Calvert City. They offer commercial, home, auto and life coverage, and pretty much "anything insurance". The specialty is offering great customer service.

In his free time Tyler enjoys hunting and fishing, and travels when he can. He and his wife are currently expecting their first child.

Tyler joined PIAK because he saw lots of good benefits, and the ability to connect with different agents throughout the state. He feels that his membership provides on-going opportunities to

learn new information.

You can contact Tyler at 270-395-0322 or tyler@fourriversinsurance.net.



Education

CIC Classes

Life & Health

October 24-26 ~ Louisville

There are countless opportunities for property and casualty professionals to develop life and health business. This institute will provide the essential background and knowledge for your personal understanding of these important products. It should also instill confidence in you to provide some counseling and guidance to your clients and succeed in this market.



Commercial Multiline

December 5-7 ~ Lexington

The complexity of commercial lines requires a broader knowledge of the property and casualty coverages specifically designed to address exposures. This institute addresses some of the most often encountered coverage enhancements that should be considered. Learn how to protect your clients with the coverages that best match their needs.

CISR Classes

Agency Operations

October 10 ~ Louisville

Commercial Casualty II

October 17 ~ Paducah

William T. Hold Seminar

October 22 ~ Lexington

William T. Hold Seminar

October 23 ~ Louisville

Agency Operations

November 1 ~ Lexington



Webinars



This course addresses the seemingly endless challenges posed to agents in the world of Additional Insureds. We will discuss basic policy coverage for the exposure and how applicable endorsements amend the coverage. Policies reviewed in this course include the Commercial General Liability policy (CGL), Business Auto policy (BAP), Worker's Compensation (WC) and Umbrella. This course has been approved by the Florida Department of Financial Services for insurance continuing education credit.



Latest News

Recovery From Hurricane Florence Underway The recovery process from Hurricane Florence is underway in hard-hit North Carolina, where there's a lack of properties covered by flood insurance. As the waters recede in North Carolina, Insurance Commissioner Mike Causey reminds residents to take lots of pictures of the damage, read insurance policies and speak with agents to determine coverage, and be wary of door-to-door contractors..... [more](#)



Source: FEMA News Photo

Why Do People Stay Put During Hurricanes? The lack of preparation is one of the reasons that disasters cause severe material losses, according to this report. This article summarizes research showing that cognitive biases make people prone to giving too little attention to warnings, and to making poor decisions, even when given the necessary information..... [more](#)

Repeated Payments for Flooded Homes: How Much is Too Much? Encouraging people to keep rebuilding in vulnerable places reflects the design of the flood insurance program. Not only does it subsidize people's premiums, it imposes no limit on the number of times a homeowner can make a claim..... [more](#)

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