



# Industry Index

## Executive Summary

### The IIABNY Report on Carrier Performance

# 2014

April 1, 2014

# The IIABNY Index

## A Carrier Evaluation Program

### Overview

Welcome to the tenth edition of the IIABNY Industry Index. To support the collective interests of its membership and the industry at large, IIABNY regularly makes the vast wealth of its members' combined experience with carriers available to all its members, their carriers and the public through the IIABNY Index. While data is collected from members, non-members and all job titles from the independent agency force, only members with responsibility for the relationship with carriers are included in the index. Other data is available on request. More than 207 respondents from 178 different agencies participated in the 2014 Industry Index survey. Agency owners, principals and senior management responsible for agency relations totaled 134 respondents with 124 from IIABNY. These respondents' scores are used to develop the Index. Responses were also received from non-members and various personnel at the responding agencies. At a 95% confidence interval, this issue of the Index is projected to have a margin of error of +/- 5.5%.

#### Index Score Results for 2014

The Personal Lines Index increased to 74.4, a .7 point increase over the prior year's rating. The Commercial Lines Index declined to 72.4, a 2.14 point loss over the prior rating. Super regional carriers experienced positive increases in both Personal and Commercial Lines.

IIABNY Industry Index Winter 2014	Personal Lines Winter 2014 Carrier Score	CHANGE - Personal Lines Winter 2014 Carrier Score Change from Winter 2013	Commercial Lines Winter 2014 Carrier Score	CHANGE - Commercial Lines Winter 2014 Carrier Score Change from Winter 2013
Overall Carrier Index	74.4	0.7	72.4	(2.1)
National Carrier Index	72.1	0.5	70.3	(0.7)
Super Regional Carrier Index	78.4	3.2	77.1	2.2
Regional Carrier Index	76.3	(0.5)	72.7	(6.7)

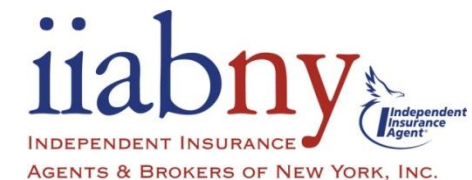
*"Thanks to our members and friends who completed the survey for the tenth IIABNY Industry Index, we are able to bring this information to you. In this Winter 2014 edition, scores for personal lines increased by .7 points. Commercial lines scores declined by 2.1 points.*

*There are many differences among the carriers and we invite all carriers to review the individual scores for the six key factors of the IIABNY Industry Index model in order to better understand how they can strengthen the all important bond between themselves and their independent agents."*

*– Richard A. Poppa, CAE / AAI  
President and CEO of IIABNY*

#### Comments or Questions

If you have any questions on the IIABNY Index, please contact Jean Vincent at Vincent McCabe, Inc., the program administrators, at 1-800-685-7227 (jean@vincentmccabe.com) or Kathy Weinheimer, Senior Vice President of Industry Relations and Education at IIABNY at 1-800-962-7950 or (kweinheimer@iiabny.org).



# The Process

## Research Design

The research team worked carefully to build the system that would reflect the concerns and priorities of IIABNY members, fairly evaluate services provided to members and members' customers and be easy to execute and understand. More than simply a tally of survey results, the IIABNY Index uses a scientifically designed model, which weights by relative importance the individual question ratings, to create the IIABNY Index scores.

## Methodology

- **Preliminary investigation.** The research team studied index methodologies from other institutions in order to determine best practices.
- **In-depth interviews with members.** In order to determine factors of importance, in-depth telephone interviews were conducted with a broad spectrum of agency principals from the IIABNY roster.
- **Quantitative analysis to develop the model.** An extensive questionnaire was developed that included all the factors from the in-depth interviews. Using the results from the questionnaire, the independent researchers used a type of multivariate analysis to reduce the number of factors for inclusion in the final survey instrument. Only the critical and representative areas for reliably evaluating carriers would remain. Six key areas of importance, representing all the factors studied, were generated. The researchers also used statistical analysis to determine the relative importance measure by which each of these six key factors would be weighted.
- **Data collection for the 2014 IIABNY Index.** More than 207 respondents from 178 different agencies participated in the 2014 Industry Index survey. Agency owners, principals and senior management responsible for agency relations totaled 134 respondents with 124 from IIABNY. These respondents' scores are used to develop the Index. Responses were also received from non-members and various personnel at the responding agencies. At a 95% confidence interval, this issue of the Index is projected to have a margin of error of +/- 5.5%. Confidence intervals will vary for the individual carrier scores.

The IIABNY Index is composed entirely of ratings from agency principals or leaders responsible for carrier relations in New York State. Other agency personnel are also invited to participate in the survey and their accumulated responses are available to individual carriers; however, the index only includes ratings from agency principals or leaders as the most important evaluator of the agency carrier relationships. Each respondent answered 6 questions for each line of business of the carriers they rated. Respondents only rated carriers with which they had done business in the last twenty-four months. 48 different insurance carriers were included in the questionnaire and respondents were allowed to add and score carriers not included in the defined listing.

# The Model

## Six Master Factors Determined

From the analysis of all factors uncovered in the initial Index research, six key factors of importance were determined using advanced statistical analysis techniques. To evaluate a carrier, members were asked, “How does your experience with this carrier rate with respect to each of the following ideals? Please use a scale of 1 to 10, where 1 means poor and 10 means excellent.” The key factors, or ideals, they rated are listed below.

**1. Underwriters are empowered, responsive and consistent.**



**2. Technology and documentation are easy to use.**



**3. Keeps its promises, treats me, my agency and my customers with honesty and fairness.**



**4. Treats our relationship as a real partnership.**



**5. Field and office personnel have a relationship with me and my customers, and they are very responsive.**



**6. Profit sharing and commission arrangements are fair.**



# 2014 Results

## 2014 IIABNY Industry Index Results Overview

The Personal Lines Index increased to 74.4, a .7 point increase over the prior year.

National carriers: Scores increased by .5 points to 72.1

Super regional carriers: Scores increased significantly by 3.2 points to a score of 78.4

Regional carriers: Scores declined by .5 points to 76.3

The Commercial Lines Index declined to 72.4, a 2.14 point decrease over the prior year

National carriers: Scores declined by .7 points to 70.3

Super regional carriers: Scores increased by 2.2 points to 77.1

Regional carriers: Scores declined by 6.7 points to 72.7

**Super Regional carriers scored highest in both personal lines and commercial lines.**

IIABNY Industry Index Winter 2014	Personal Lines Winter 2014 Carrier Score	CHANGE - Personal Lines Winter 2014 Carrier Score Change from Winter 2013	Commercial Lines Winter 2014 Carrier Score	CHANGE - Commercial Lines Winter 2014 Carrier Score Change from Winter 2013
Overall Carrier Index	74.4	0.7	72.4	(2.1)
National Carrier Index	72.1	0.5	70.3	(0.7)
Super Regional Carrier Index	78.4	3.2	77.1	2.2
Regional Carrier Index	76.3	(0.5)	72.7	(6.7)



## Personal Lines Results

Of the six component factors of the Index, “Keeps it promises, treats me, my agency and my customers with honesty and fairness” had the highest overall index score for all carriers (74.8), representing a .1 increase over the prior year.

The lowest overall score (69.2) was “Profit sharing and commission arrangements are fair.” It should be noted that while this is the lowest, it did experience a 1.3 point gain over the prior year.

Overall scores for “Technology and documentation are easy to use” and “Treats our relationship as a real partnership” both increased by 1.5 points (73.5 and 72.6 respectively)

Super regional carriers had the most increases overall with “Treats our relationship as a real partnership” showing the most growth to 78.8, an increase of 5.5 points.

Regional carriers scored highest in the category “Underwriters are empowered, responsive and consistent.” National carriers score highest in the category “Technology and documentation are easiest to use.” Super regional carriers score highest in all the other categories.

Personal Lines Winter 2014 Carrier Score	CHANGE - Personal Winter 2014 Carrier Score Change from Winter 2013
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Highest Score in Category is shown in Green

Scores: Underwriters are empowered, responsive and consistent.	All Carriers	73.6	(0.10)
	National Carriers	69.9	(0.70)
	Super Regional Carriers	77.6	2.30
	Regional Carriers	78.2	(0.40)
Scores: Technology and documentation are easy to use.	All Carriers	73.5	1.50
	National Carriers	76.8	1.30
	Super Regional Carriers	72.3	3.00
	Regional Carriers	68.1	1.10
Scores - Keeps its promises, treats me, my agency and my customers with honesty and fairness.	All Carriers	74.8	0.10
	National Carriers	72.8	0.10
	Super Regional Carriers	78.4	2.70
	Regional Carriers	76.3	(1.60)
Scores - Treats our relationship as a real partnership.	All Carriers	72.6	1.50
	National Carriers	68.6	1.00
	Super Regional Carriers	78.8	5.50
	Regional Carriers	76.1	(0.30)
Scores - Field and office personnel have a relationship with me and my customers, and they are very responsive.	All Carriers	73.7	0.00
	National Carriers	70.8	(0.70)
	Super Regional Carriers	77.8	2.90
	Regional Carriers	76.5	(0.80)
Scores - Profit sharing and commission arrangements are fair.	All Carriers	69.2	1.30
	National Carriers	64.3	2.00
	Super Regional Carriers	76.5	2.80
	Regional Carriers	73.9	(1.20)



## Commercial Lines Results

Of the six component factors of the Index, both “Technology and documentation are easy to use” and “Keeps it promises, treats me, my agency and my customers with honesty and fairness” had the highest overall index score for all carriers (72.8 each), representing a .60 and a 2.1 respective increases over the prior year.

The lowest overall score (68.0) was “Profit sharing and commission arrangements are fair.” This represents a 1.3 point decline.

Overall scores for all factors declined.

Super regional carriers had the most increases overall with “Keeps its promises, treats me, my agency and my customers with honesty and fairness” showing the most increase moving to 77.1, a 3.2 point increase.

National carriers score highest in the category “Technology and documentation are easiest to use.” Super regional carriers score highest in all the other categories.

Commercial Lines Winter 2014 Carrier Score	CHANGE - Commercial Winter 2014 Carrier Score Change from Winter 2013
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Highest Score in Category is shown in Green			
Scores - Underwriters are empowered, responsive and consistent.	All Carriers	70.0	(4.10)
	National Carriers	68.6	(2.10)
	Super Regional Carriers	76.0	3.10
	Regional Carriers	71.7	(8.90)
Scores - Technology and documentation are easy to use.	All Carriers	72.8	(0.60)
	National Carriers	75.6	1.40
	Super Regional Carriers	75.0	2.90
	Regional Carriers	68.8	(4.70)
Scores - Keeps its promises, treats me, my agency and my customers with honesty and fairness.	All Carriers	72.8	(2.10)
	National Carriers	70.0	(2.30)
	Super Regional Carriers	77.1	3.20
	Regional Carriers	73.1	(6.80)
Scores - Treats our relationship as a real partnership.	All Carriers	70.8	(1.20)
	National Carriers	66.7	(0.40)
	Super Regional Carriers	75.6	2.60
	Regional Carriers	72.6	(5.90)
Scores - Field and office personnel have a relationship with me and my customers, and they are very responsive.	All Carriers	71.0	(3.10)
	National Carriers	68.3	(1.70)
	Super Regional Carriers	76.1	0.70
	Regional Carriers	72.2	(7.10)
Scores - Profit sharing and commission arrangements are fair.	All Carriers	68.0	(1.30)
	National Carriers	63.3	0.50
	Super Regional Carriers	73.7	0.30
	Regional Carriers	69.6	(5.70)

# 2014 Scores

## The IIABNY Carrier Index Recap

Individual carrier performance index scores were statistically accumulated and used to create eight industry scores – an overall carrier index, a national carrier index, a super regional carrier index and a regional carrier index for both commercial and personal lines. The maximum score possible in the Index is 100. The minimum score possible is 10. A recap of IIABNY Index industry scores since the inception of the index are as follows:

		Summer 2007 Carrier Combined Score	Winter 2007 Carrier Combined Score	Personal Lines Spring/Summer 2008 Carrier Score	Commercial Lines Spring/Summer 2008 Carrier Score	Personal Lines Winter 2008 Carrier Score	Commercial Lines Winter 2008 Carrier Score	Personal Lines Summer 2009 Carrier Score	Commercial Lines Summer 2009 Carrier Score	Personal Lines Winter 2010 Carrier Score	Commercial Lines Winter 2010 Carrier Score	Personal Lines Winter 2011 Carrier Score	Commercial Lines Winter 2011 Carrier Score	Personal Lines Winter 2012 Carrier Score	Commercial Lines Winter 2012 Carrier Score	Personal Lines Winter 2013 Carrier Score	Commercial Lines Winter 2013 Carrier Score	Personal Lines Winter 2014 Carrier Score	Commercial Lines Winter 2014 Carrier Score	CHANGE - Personal Lines Winter 2014 Carrier Score Change from Winter 2013	CHANGE - Commercial Lines Winter 2014 Carrier Score Change from Winter 2013
Overall Carrier Index	Overall Carrier Index	70.2	70.4	71.0	73.1	72.0	71.7	73.7	75.3	72.8	73.2	75.2	74.8	74.6	75.8	73.7	74.5	74.4	72.4	0.7	(2.14)
	National Carrier Index	66.5	67.5	67.6	69.0	69.4	69.3	69.3	70.8	68.8	69.9	71.9	71.3	71.8	73.4	71.6	71.0	72.1	70.3	0.5	(0.70)
	Super Regional Carrier Index	74.7	74.2	75.5	76.5	73.2	72.4	77.5	78.7	77.4	77.5	79.3	78.8	76.8	78.7	75.2	74.9	78.4	77.1	3.2	2.20
	Regional Carrier Index	77.8	76.0	77.0	80.5	78.4	78.7	80.7	79.8	77.2	74.5	79.0	76.9	79.1	77.2	76.8	79.4	76.3	72.7	(0.5)	(6.70)
Factor Scores - Underwriters are empowered, responsive and consistent.	All Carriers	70.3	71.2	72.2	75.1	73.8	73.7	73.0	75.7	72.0	72.8	74.1	75.1	73.90	75.10	73.7	74.1	73.6	70.0	(0.10)	(4.10)
	National Carriers	65.8	67.7	68.5	71.2	71.4	72.2	68.3	71.4	67.1	70.1	70.0	71.8	70.10	71.91	70.6	70.7	69.9	68.6	(0.70)	(2.10)
	Super Regional Carriers	75.9	75.1	76.4	78.1	74.1	72.3	76.1	78.2	77.8	75.5	78.3	78.1	76.70	76.96	75.3	72.9	77.6	76.0	2.30	3.10
	Regional Carriers	79.9	78.7	79.9	83.1	80.5	81.4	81.0	80.7	77.4	74.9	79.8	77.6	80.30	78.98	78.6	80.6	78.2	71.7	(0.40)	(8.90)
Factor Scores - Technology and documentation are easy to use.	All Carriers	71.2	71.6	72.6	74.3	73.7	74.1	72.6	74.7	71.5	71.5	74.0	73.5	73.40	73.50	72	73.4	73.5	72.8	1.50	(0.60)
	National Carriers	71.7	72.3	72.8	74.2	74.0	74.6	72.4	75.0	71.9	73.9	75.2	75.5	74.80	76.81	75	74.2	76.8	75.6	1.30	1.40
	Super Regional Carriers	70.8	70.4	72.1	75.2	70.5	72.8	71.6	76.8	71.7	72.9	72.9	76.1	72.50	74.14	69.3	72.1	72.3	75.0	3.00	2.90
	Regional Carriers	69.7	70.7	72.6	71.8	76.2	74.9	73.6	72.2	70.7	66.4	72.2	68.6	70.90	68.36	67	73.5	68.1	68.8	1.10	(4.70)
Factor Scores - Keeps its promises, treats me, my agency and my customers with honesty and fairness.	All Carriers	73.0	73.2	73.7	75.2	74.7	73.9	75.1	75.7	74.0	74.1	76.3	76.1	75.70	76.40	74.7	74.9	74.8	72.8	0.10	(2.10)
	National Carriers	69.8	70.7	70.8	72.1	72.8	72.0	71.1	71.8	70.8	70.7	73.6	73.1	73.30	74.10	72.7	72.3	72.8	70.0	0.10	(2.30)
	Super Regional Carriers	76.5	75.5	77.3	77.4	74.5	74.1	78.6	78.1	76.8	77.9	79.8	79.3	77.30	78.94	75.7	73.9	78.4	77.1	2.70	3.20
	Regional Carriers	80.3	79.5	79.2	81.9	80.4	80.4	81.2	80.3	78.3	76.1	79.4	78.1	79.90	77.80	77.9	79.9	76.3	73.1	(1.60)	(6.80)
Factor Scores - Treats our relationship as a real partnership.	All Carriers	69.7	69.9	70.4	72.7	71.1	70.6	71.8	73.0	71.4	71.8	72.3	72.7	72.90	74.30	71.1	72	72.6	70.8	1.50	(1.20)
	National Carriers	64.9	65.8	66.1	67.0	67.6	67.1	66.0	67.1	66.1	66.2	69.2	67.7	69.00	70.27	67.6	67.1	66.7	66.7	1.00	(0.40)
	Super Regional Carriers	75.7	75.5	76.9	77.0	73.9	72.3	77.2	76.9	77.1	77.2	79.8	77.9	73.90	78.33	73.3	73	78.8	75.6	5.50	2.60
	Regional Carriers	79.7	77.3	77.3	82.3	78.5	79.1	80.6	79.4	77.8	75.0	77.9	75.9	79.30	77.21	76.4	78.5	76.1	72.6	(0.30)	(5.90)
Factor Scores - Field and office personnel have a relationship with me and my customers, and they are very responsive.	All Carriers	70.5	71.2	71.1	73.4	71.2	70.8	72.6	74.2	72.0	72.2	74.3	73.1	73.80	75.40	73.7	74.1	73.7	71.0	0.00	(3.10)
	National Carriers	66.3	68.0	67.6	69.0	68.2	68.0	68.0	69.3	68.1	68.6	71.1	68.8	71.00	72.35	71.5	70	70.8	68.3	(0.70)	(1.70)
	Super Regional Carriers	75.7	76.2	76.0	76.7	73.4	71.4	77.1	77.9	77.1	76.6	78.4	76.7	76.50	79.03	74.9	75.4	77.8	76.1	2.90	0.70
	Regional Carriers	79.2	76.3	77.1	83.3	78.0	79.1	79.5	79.4	76.1	74.1	78.2	76.6	78.00	77.02	77.3	79.3	76.5	72.2	(0.80)	(7.10)
Factor Scores - Profit sharing and commission arrangements are fair.	All Carriers	65.9	64.8	65.2	67.4	66.7	66.6	68.4	69.1	67.0	67.9	69.8	69.2	69.10	70.90	67.9	69.3	69.2	68.0	1.30	(1.30)
	National Carriers	59.9	59.5	59.0	59.5	61.4	60.8	61.2	61.1	60.4	60.8	63.5	61.4	63.70	65.54	62.3	62.8	64.3	63.3	2.00	0.50
	Super Regional Carriers	73.7	72.6	74.1	74.3	72.3	71.4	75.4	74.9	75.2	76.1	77.4	75.5	74.70	75.73	73.7	73.4	76.5	73.7	2.80	0.30
	Regional Carriers	77.9	73.0	75.5	80.9	76.6	77.2	79.1	77.5	73.9	71.8	77.4	75.6	76.90	75.05	75.1	75.3	73.9	69.6	(1.20)	(5.70)

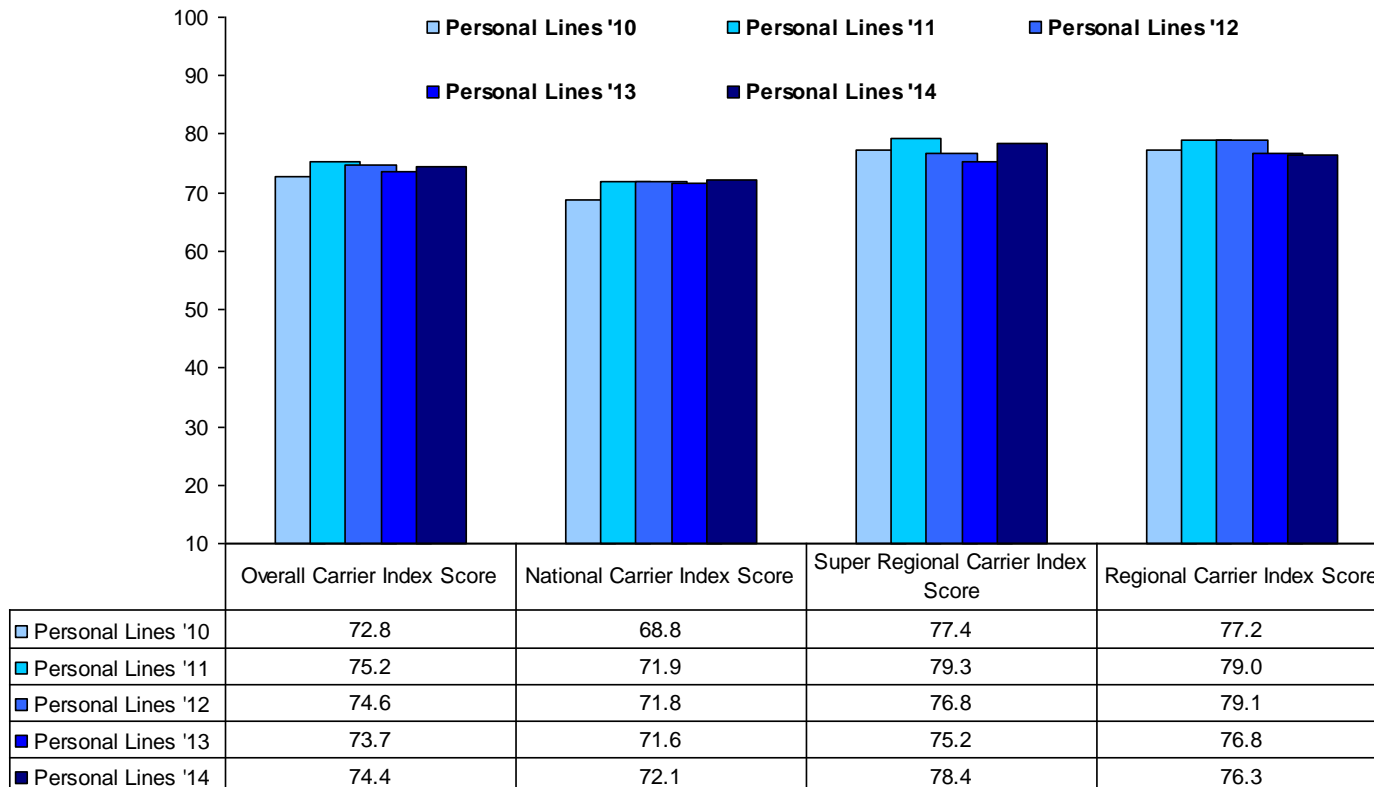


# 2014 Scores

## The IIABNY Carrier Index

Individual carrier performance index scores were statistically accumulated and used to create eight industry scores – an overall carrier index, a national carrier index, a super regional carrier index and a regional carrier index for both commercial and personal lines. The maximum score possible in the Index is 100. The minimum score possible is 10.

### Overall Personal Lines Scores

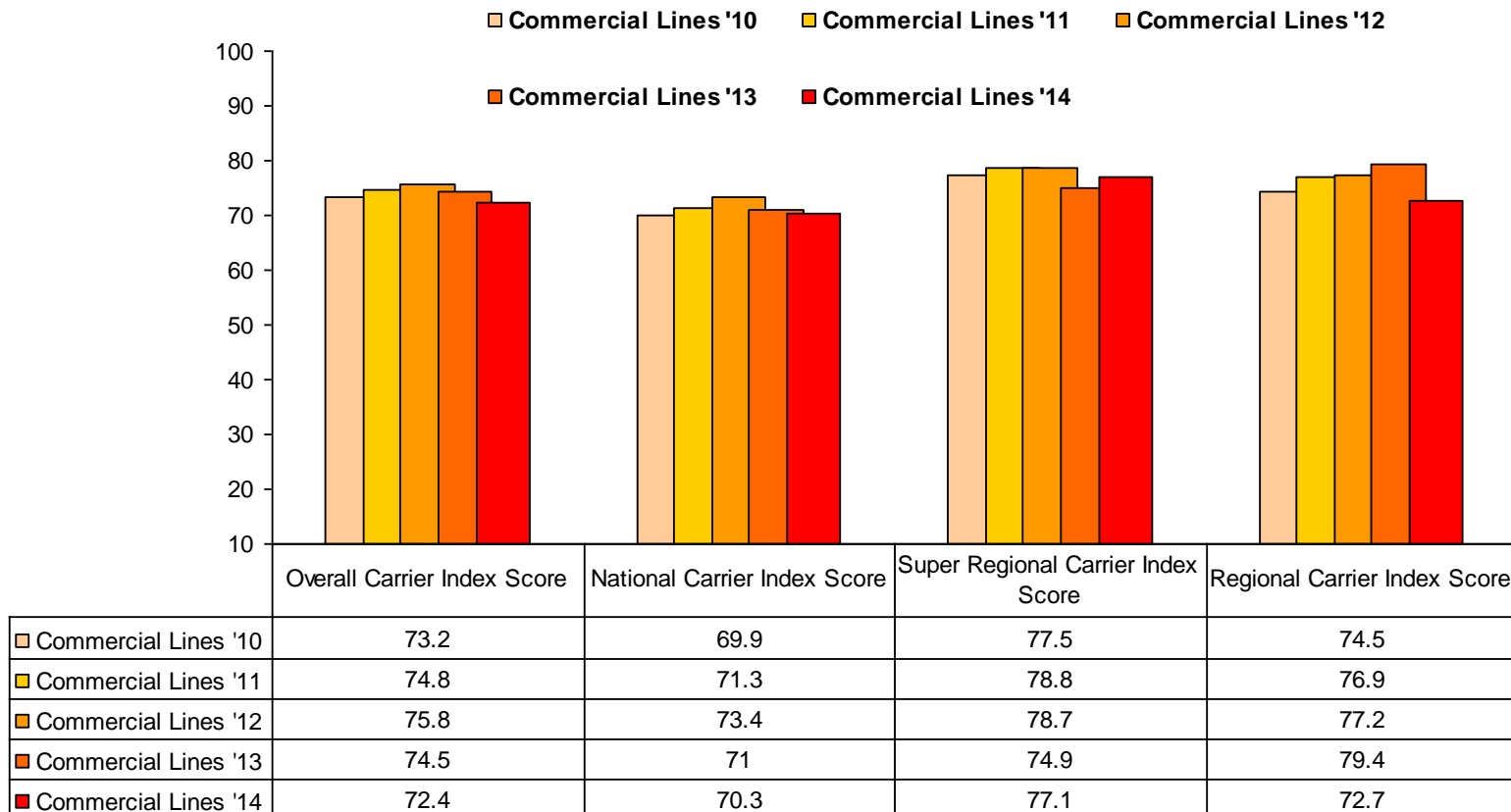


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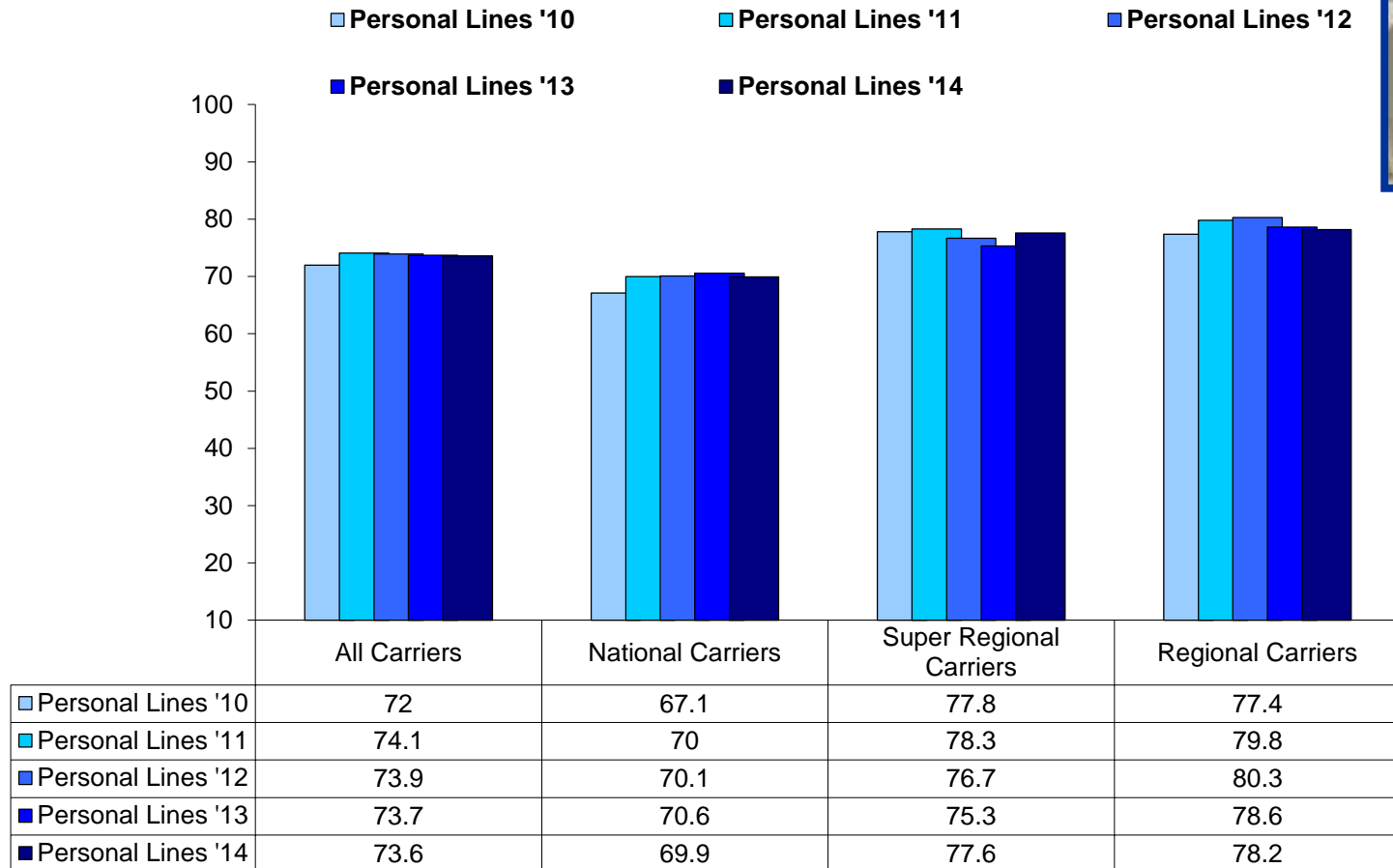
### Overall Commercial Lines Scores



# In-depth Factor Scores 2014

The IABNY Index model combines the scores for six key factors, weighted by relative importance, to create a performance index score. However, the individual key factor scores also provided significant information. Scores for the individual factors are:

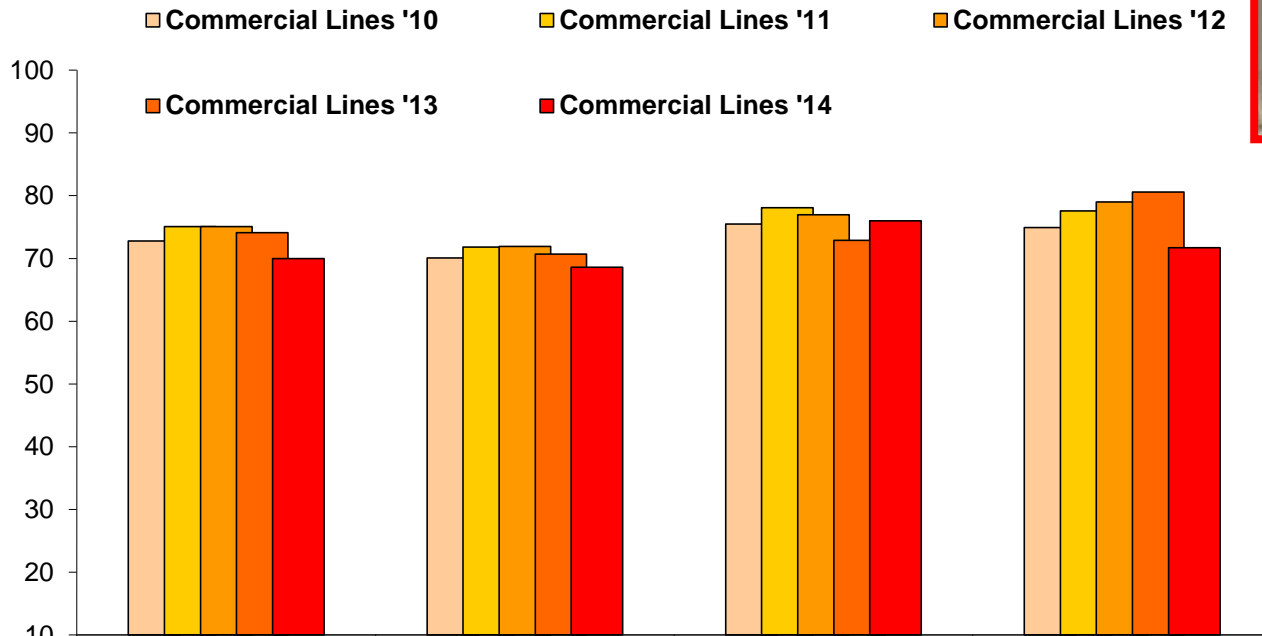
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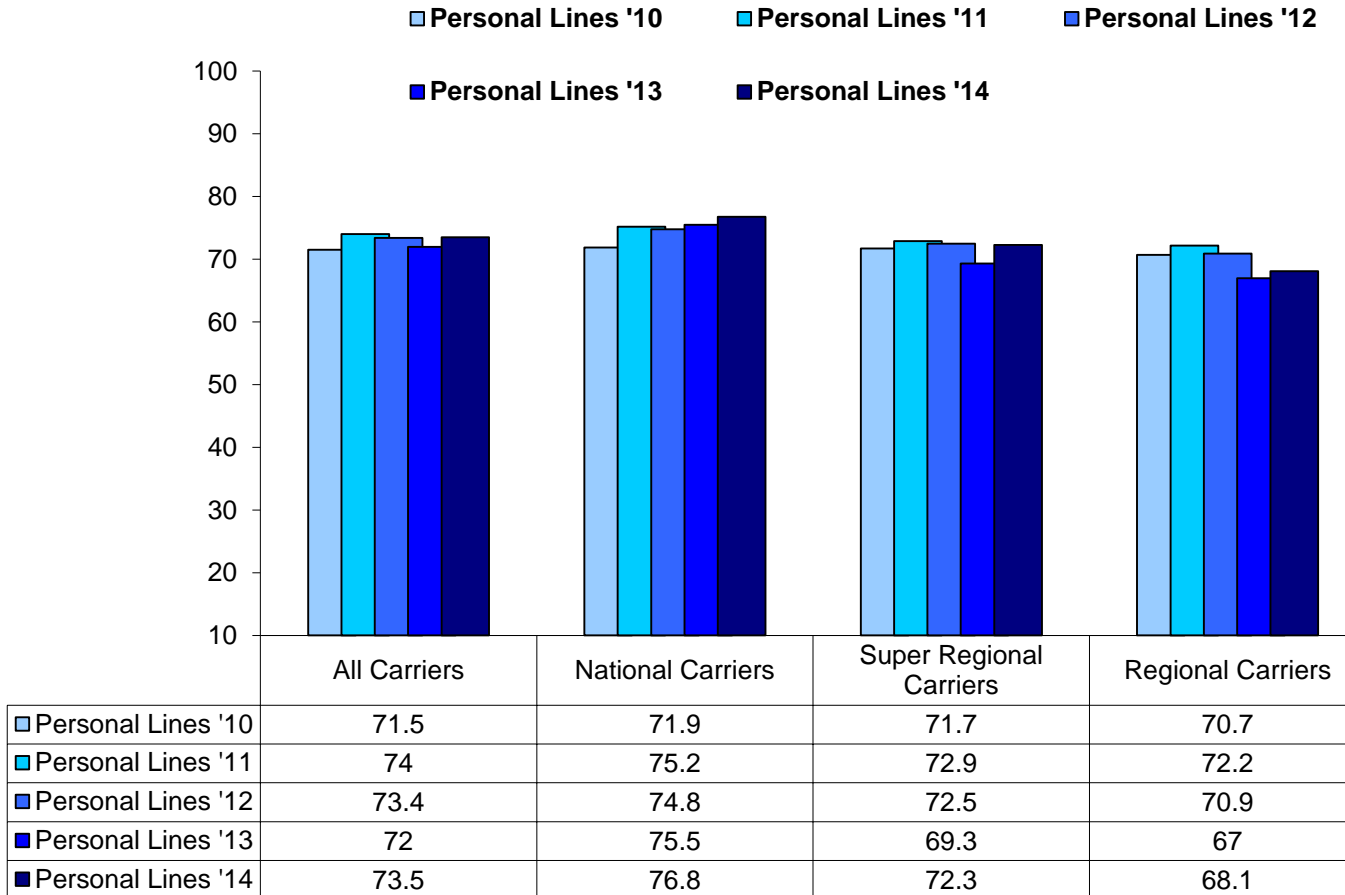


	All Carriers	National Carriers	Super Regional Carriers	Regional Carriers
Commercial Lines '10	72.8	70.1	75.5	74.9
Commercial Lines '11	75.1	71.8	78.1	77.6
Commercial Lines '12	75.1	71.91	76.96	78.98
Commercial Lines '13	74.1	70.7	72.9	80.6
Commercial Lines '14	70	68.6	76	71.7

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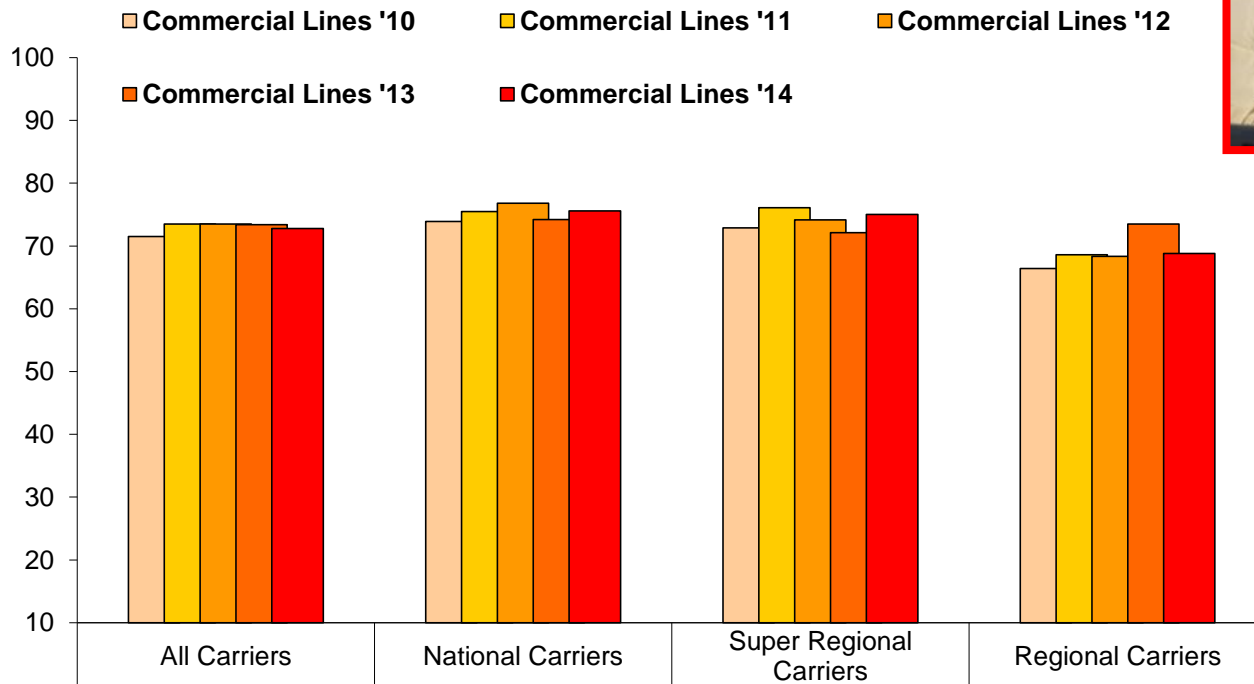
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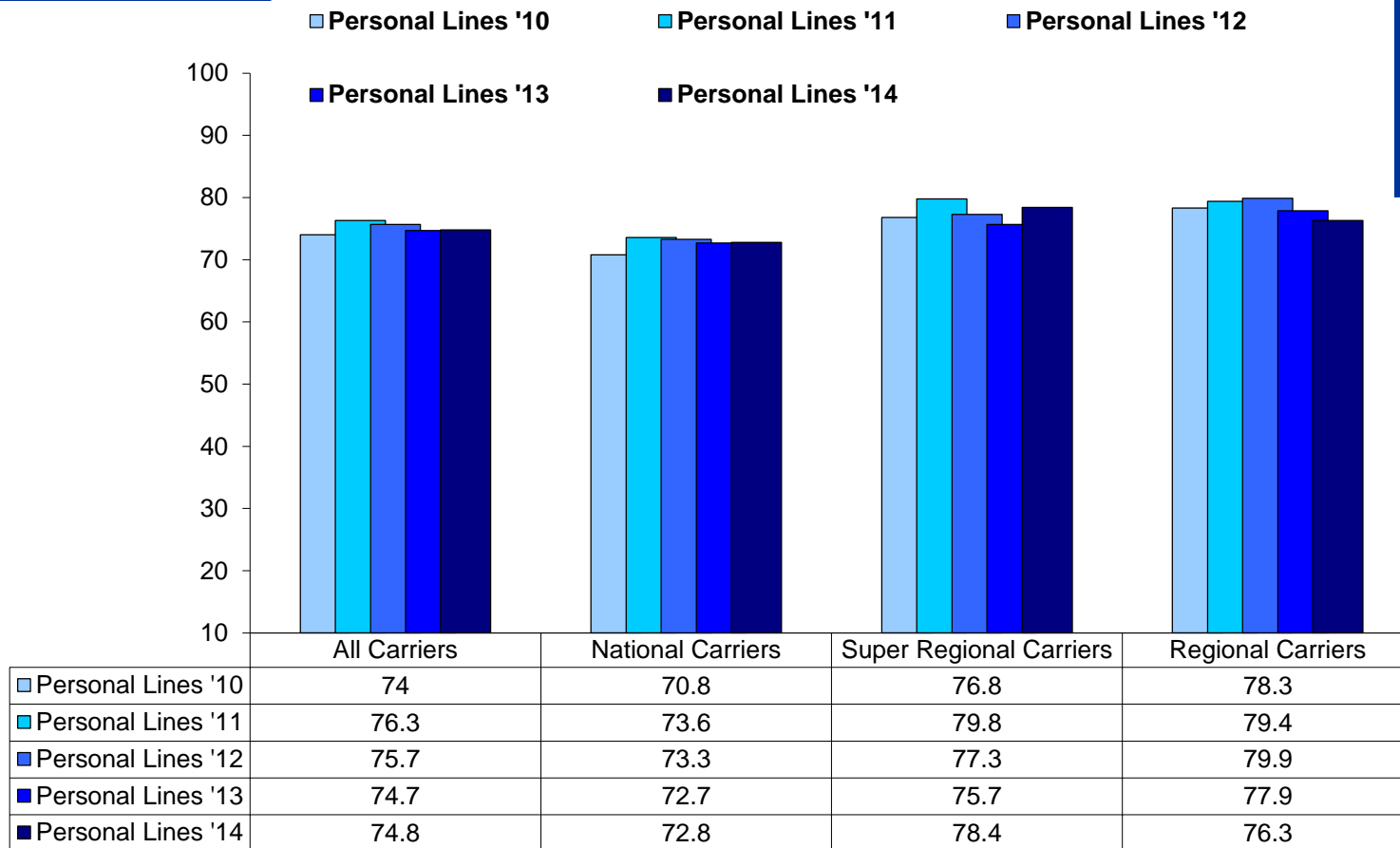
Commercial Lines '10	71.5	73.9	72.9	66.4
Commercial Lines '11	73.5	75.5	76.1	68.6
Commercial Lines '12	73.5	76.81	74.14	68.36
Commercial Lines '13	73.4	74.2	72.1	73.5
Commercial Lines '14	72.8	75.6	75	68.8



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***Keeps its promises, treats me, my agency and my customers with honesty and fairness.***

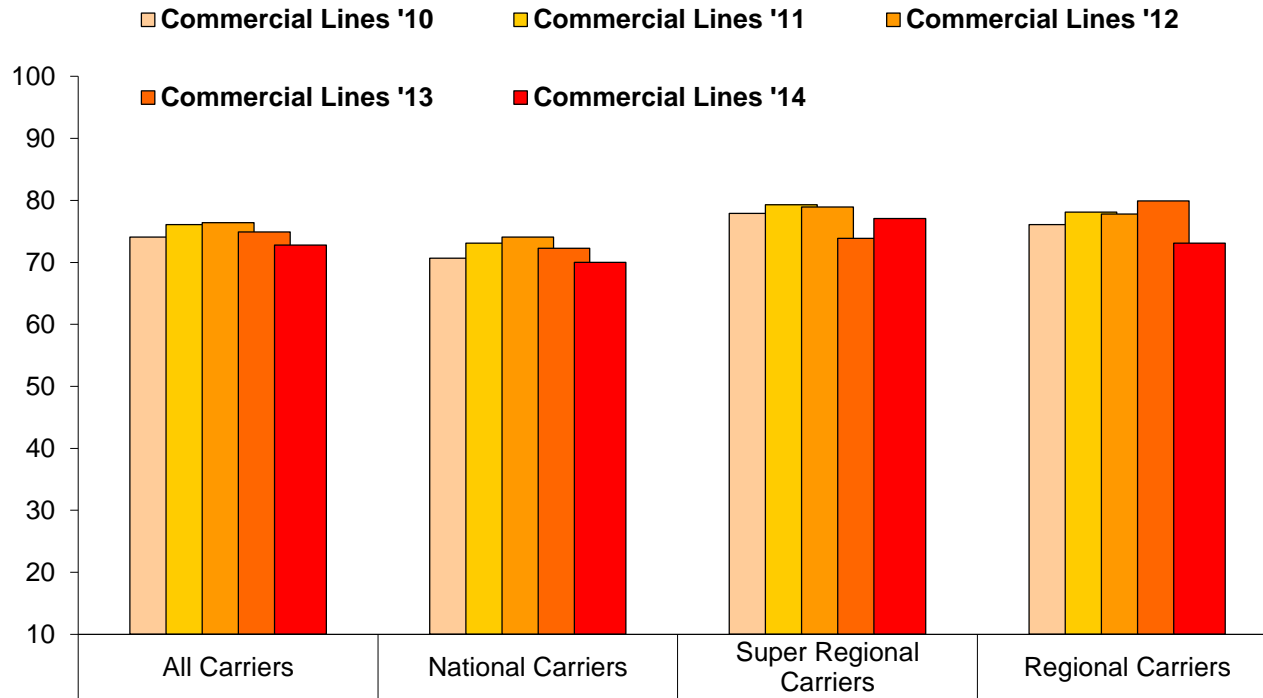


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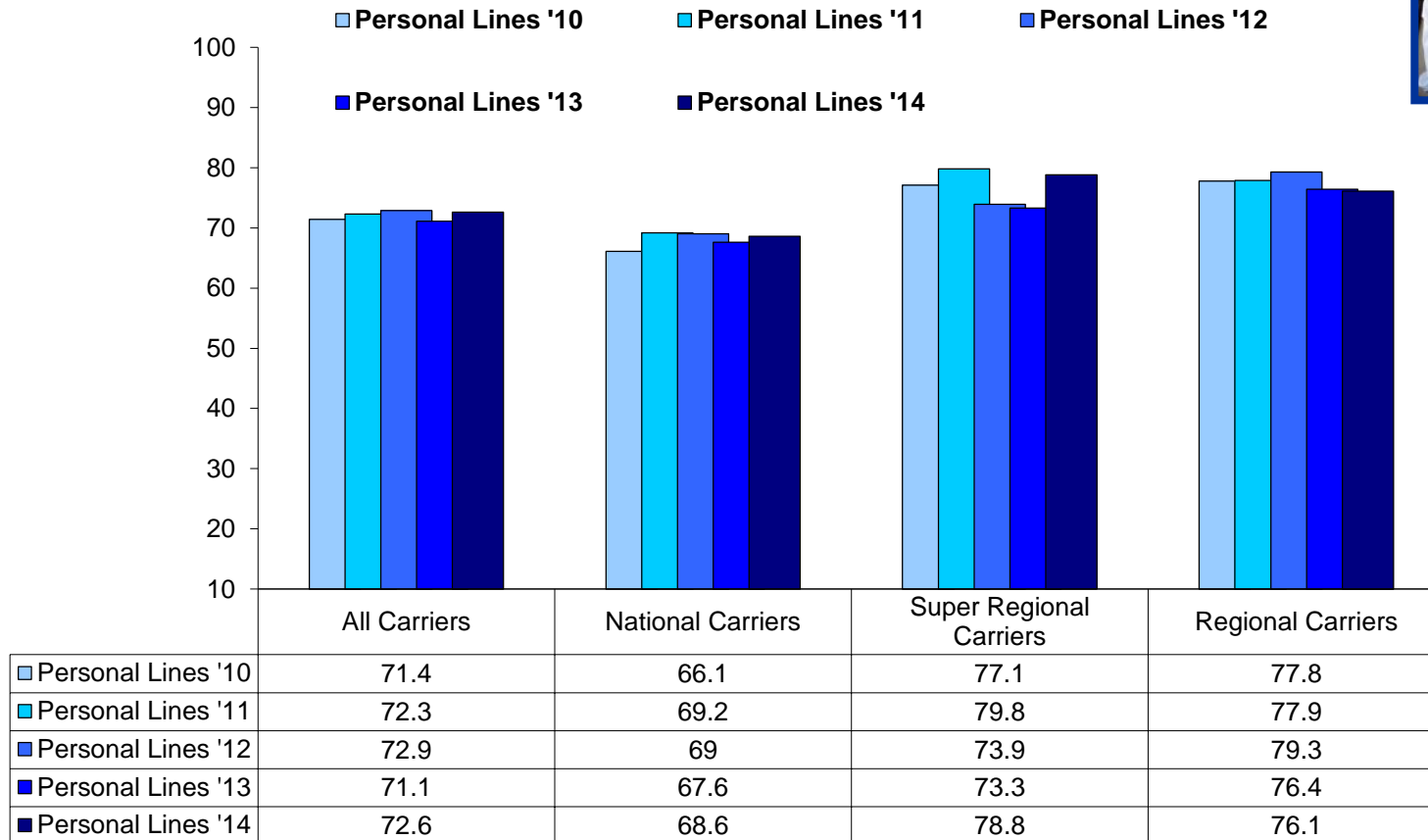


Commercial Lines '10	74.1	70.7	77.9	76.1
Commercial Lines '11	76.1	73.1	79.3	78.1
Commercial Lines '12	76.4	74.1	78.94	77.8
Commercial Lines '13	74.9	72.3	73.9	79.9
Commercial Lines '14	72.8	70	77.1	73.1

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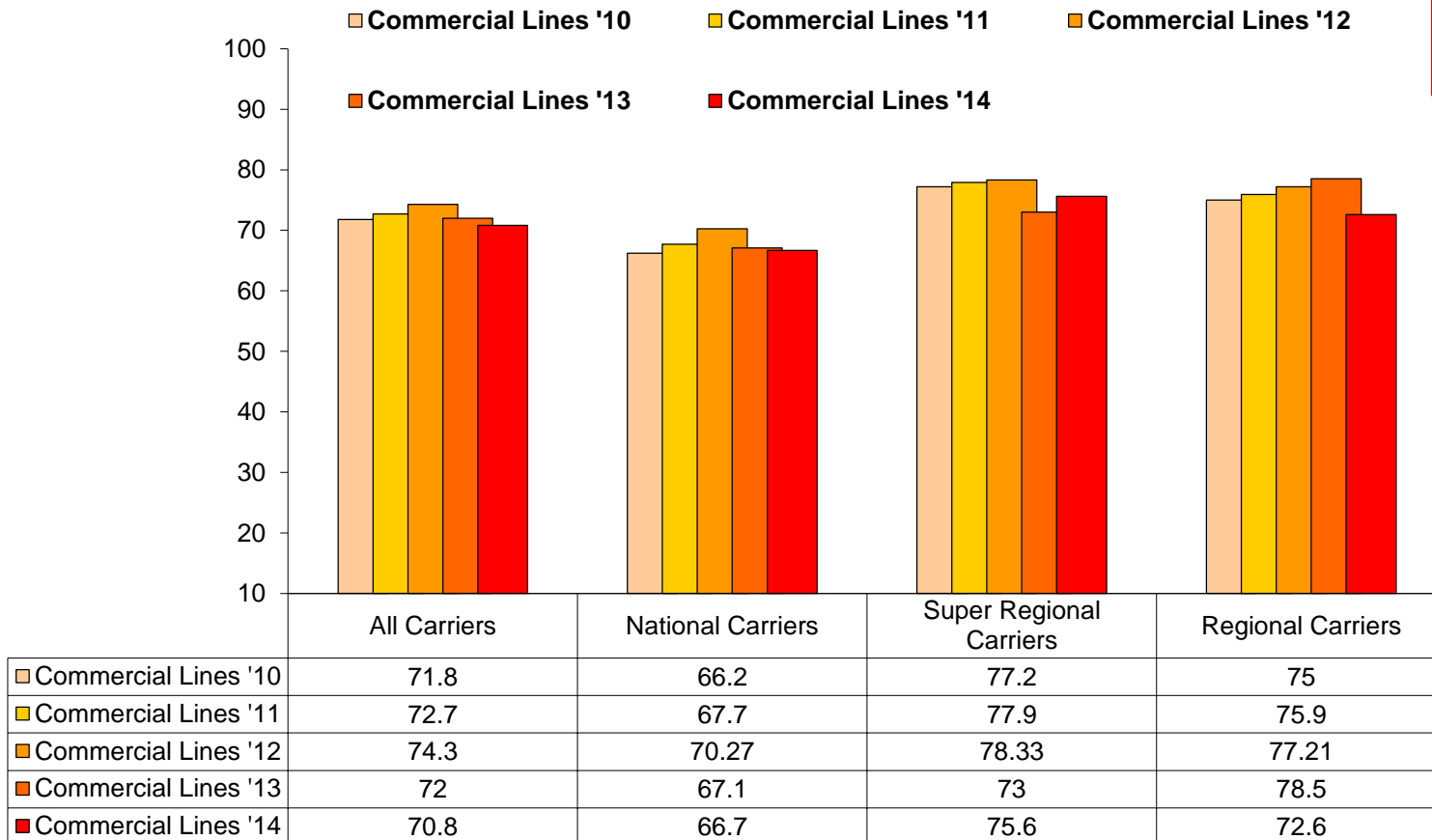
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***Treats our relationship as a real partnership.***

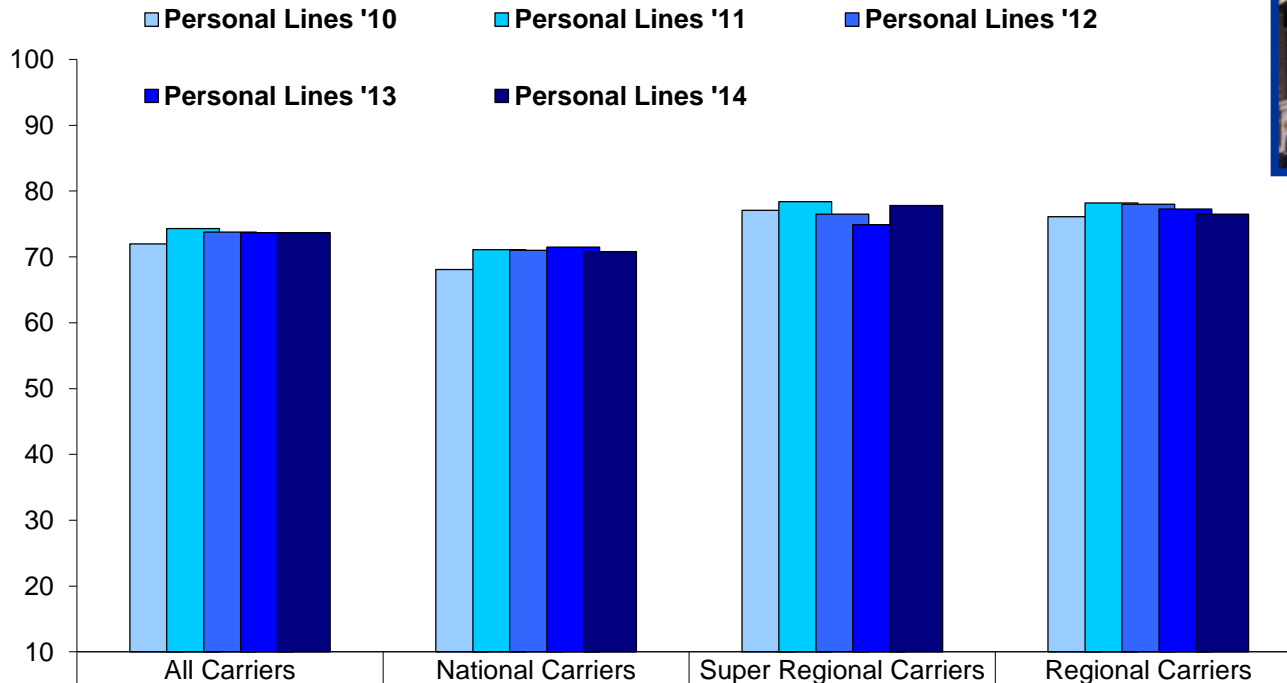


# In-depth Factor Scores 2014

The IIABNY Index model combines the scores for six key factors, weighted by relative importance, to create a performance index score.

However, the individual key factor scores also provided significant information. Scores for the individual factors are:

***Field and office personnel have a relationship with me and my customers, and they are very responsive.***



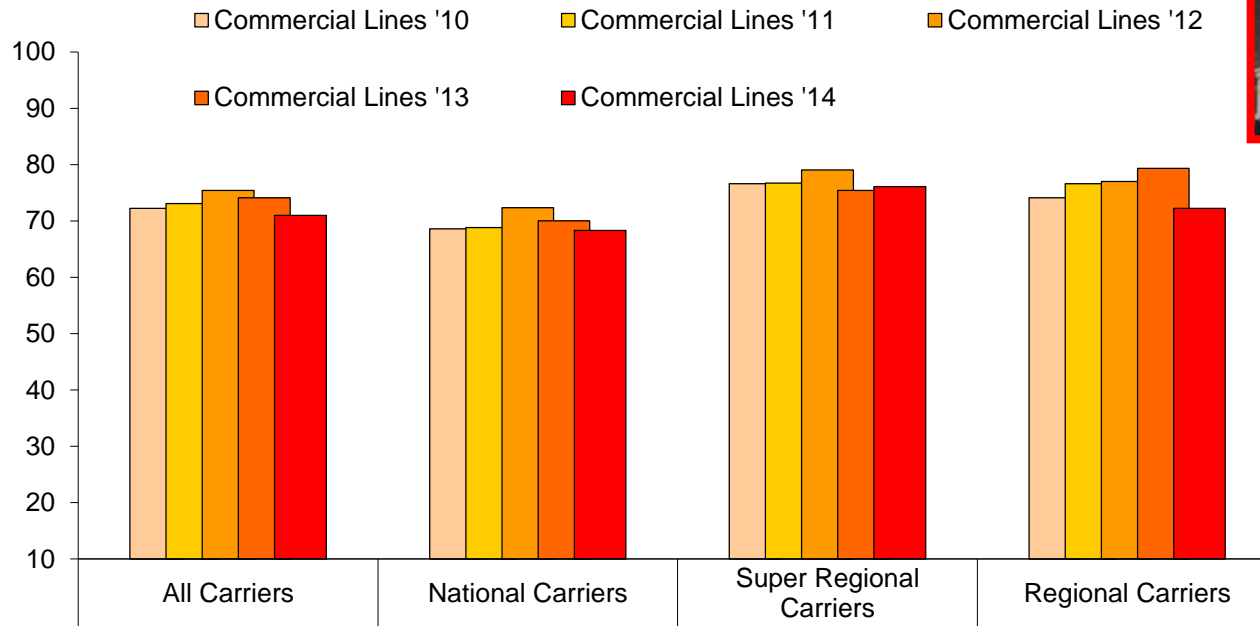
	All Carriers	National Carriers	Super Regional Carriers	Regional Carriers
Personal Lines '10	72	68.1	77.1	76.1
Personal Lines '11	74.3	71.1	78.4	78.2
Personal Lines '12	73.8	71	76.5	78
Personal Lines '13	73.7	71.5	74.9	77.3
Personal Lines '14	73.7	70.8	77.8	76.5

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Commercial Lines '10	72.2	68.6	76.6	74.1
Commercial Lines '11	73.1	68.8	76.7	76.6
Commercial Lines '12	75.4	72.35	79.03	77.02
Commercial Lines '13	74.1	70	75.4	79.3
Commercial Lines '14	71	68.3	76.1	72.2

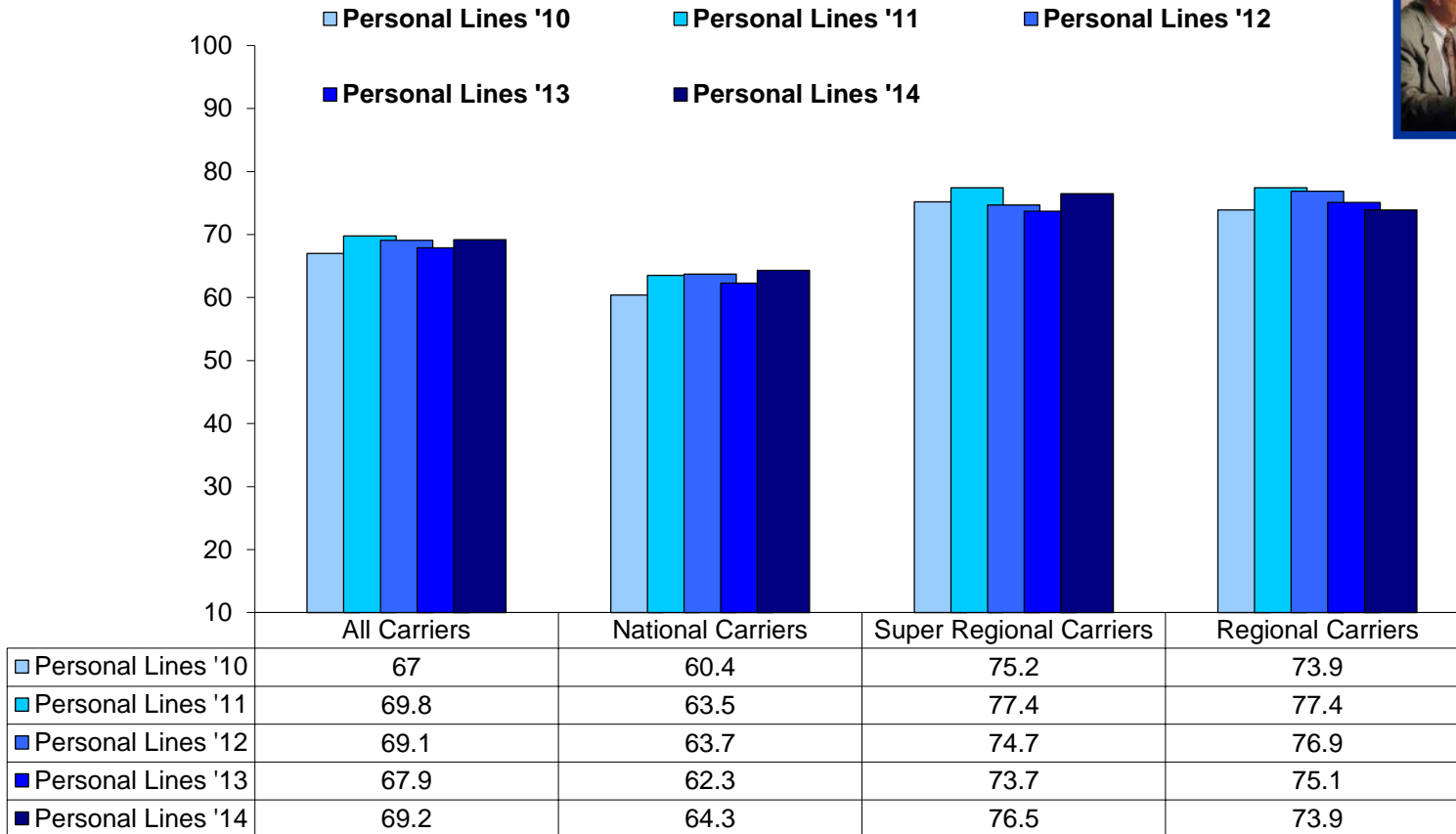


# In-depth Factor Scores 2014

The IIABNY Index model combines the scores for six key factors, weighted by relative importance, to create a performance index score.

However, the researchers noted that the individual key factor scores also provided significant information. Scores for the individual factors are:

## *Profit sharing and commission arrangements are fair.*

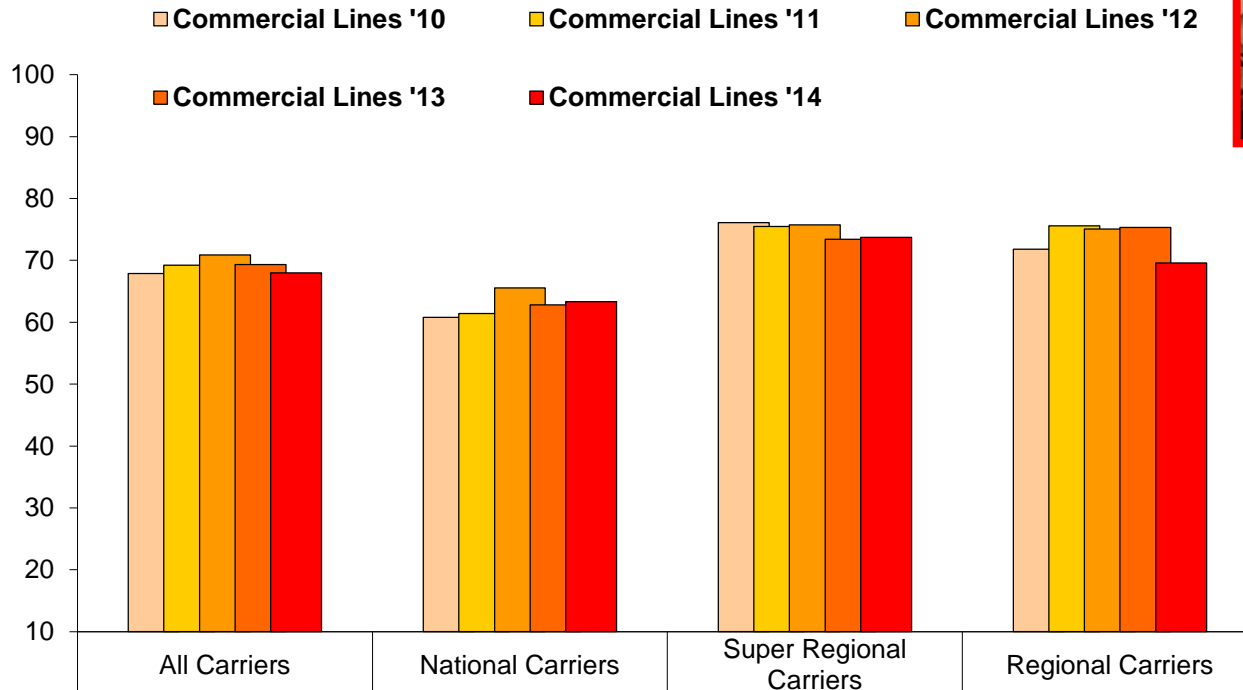


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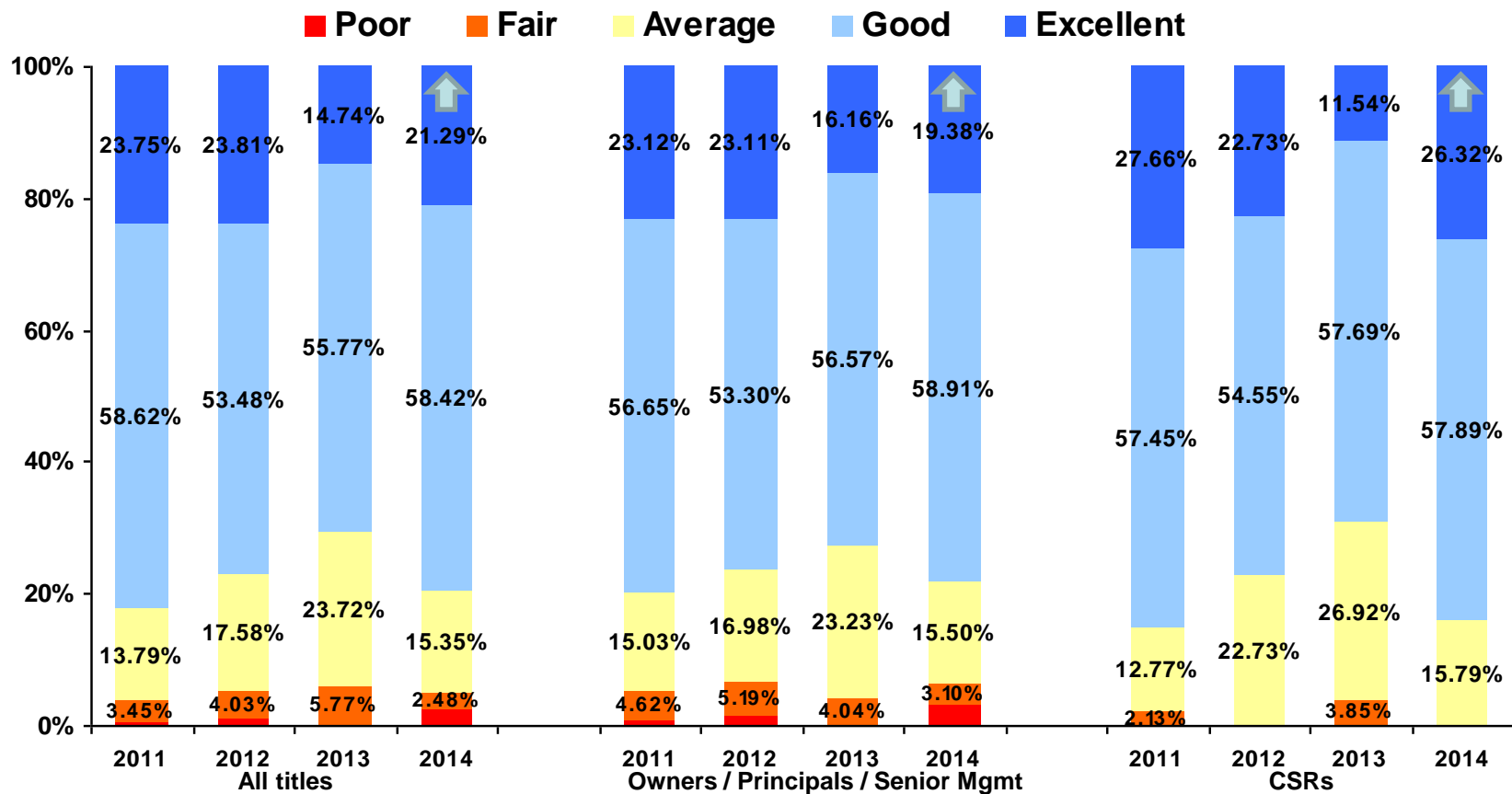
Commercial Lines '10	67.9	60.8	76.1	71.8
Commercial Lines '11	69.2	61.4	75.5	75.6
Commercial Lines '12	70.9	65.54	75.73	75.05
Commercial Lines '13	69.3	62.8	73.4	75.3
Commercial Lines '14	68	63.3	73.7	69.6

# Auxiliary Topics 2014

## Environmental Scanning

- Respondents were asked to rate the overall support independent agencies receive from their carriers.

Discussion: The majority (78.29%) of respondents scored their carriers as either “Good” or “Excellent.” In 2014 results, the percentage of “Good” and “Excellent” scores improved from the 2013 scores.



# Auxiliary Topics 2014

## Thoughts for Carriers

Respondents were asked:

*"What should your carriers be doing to assist you?"*

### Sample comments included:

#### Favorable Underwriting

- Be more open to writing business. Having a lot of coastal issues makes property insurance hard to place.
- My customers should be their customers.  
Approach new business opportunities with a "try it" attitude

#### Consider Risks

- Keeping rates consistent and underwriting appetite consistent. They should also be able to show flexibility with underwriting eligibility versus just fitting a grid. Provide leads for risks they are willing to write to agents of theirs.
- Provide update information, help the agency with ways to write insurance, not look for reasons to decline as not everything is always black or white. Be involved to help with rating or coverage comparisons. The more tools we have to help the client make a decision that is right for them will help us to write the business for our carriers.
- Providing more consistent updates on rating adjustments and how it will affect the specific territories.

#### Agents as Partners

- Be real. Personal discussions are not out of the picture nor should they ever be. Some have close telephonic and face to face relationship. Others are strictly technology based, which is not as effective. And, not as effective as in a partnership - become our partner.
- Provide Co-Op advertising money that is reasonable to use. Too many times approved ads are so large we can not afford our portion of the cost. Provide Co-Op money for radio and local Cable TV ad campaigns.

#### Communication

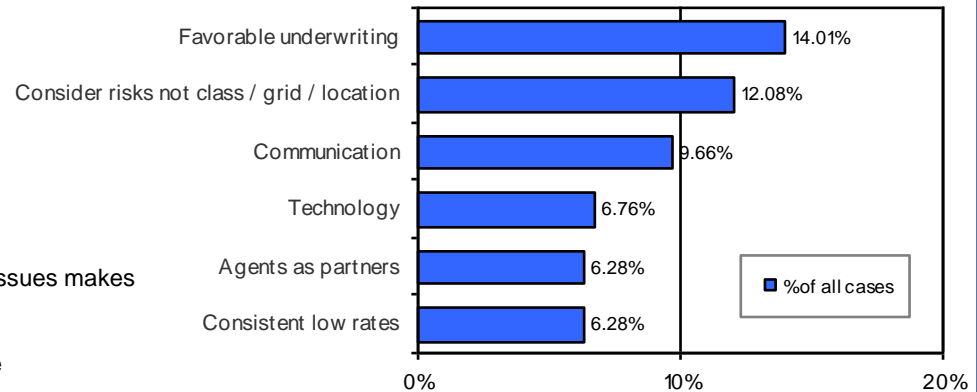
- Maybe better communication with claims that are called in to the companies directly.
- Be responsive and have transaction turnaround times within 30 days of request.
- Give us information when liability claims are closed.

#### Technology

- Leveraging the technology they have to create less work for us not more work.
- Keep up with technology including Real-Time/Transformation Station, E Signature, Mobile Apps, ease of rating for new business, remarketing and endorsements for our staff. Helping with business placement and not pushing business away.

#### Consistent Low Rates

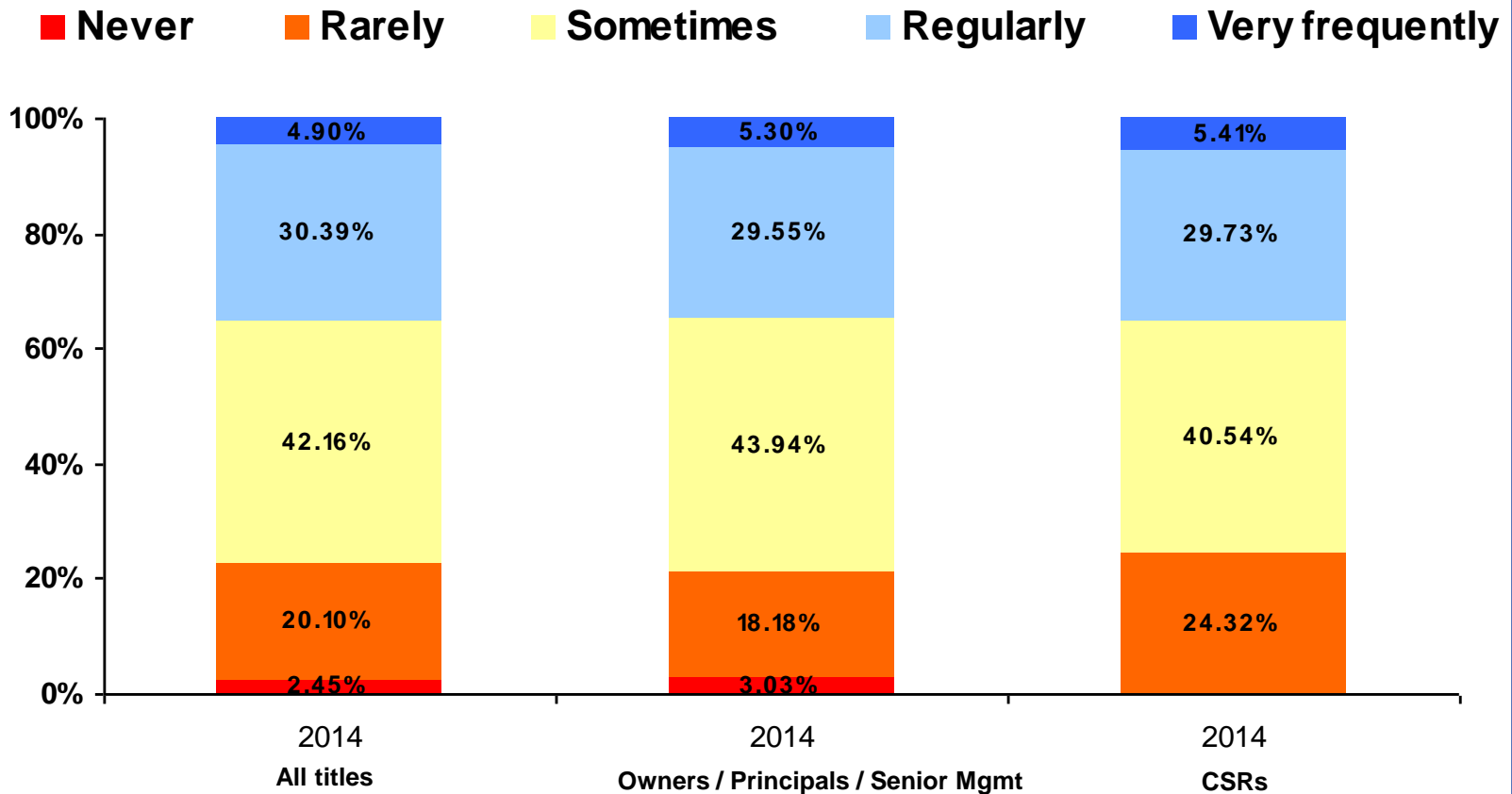
- Keep rate changes as few as possible. Adjust marketing message to customers--stop advertising great claim service. Sends the wrong message and encourages customers to file claims without educating them of the consequences. Insureds are often shocked to learn what more than 1 claim can do to their insurance costs. Message should reinforce that insurance intended for truly catastrophic events.
- Compete with the direct writers.



# Auxiliary Topics 2014

## Environmental Scanning

- Respondents were asked, "How often do you use Carrier provided marketing materials?"



# Auxiliary Topics 2014

## Services Needed

Respondents were asked:

*“What advice do you have for Carriers about how they can make the marketing materials they provide to you more effective?”*

### Sample comments included:

#### Agency Branded Materials

- We need generic materials that support our agency. Those materials will help us sell and the carrier will get their fair share
- Let us customize them and then mail them for us to prospective leads that they want to do business with.

#### Online Documents

- Make mailing marketing materials easier to order off of the carrier website.

#### Support Us

- Offer co-branding as a sign of a true partnership and make it available as a pdf to email to clients.
- The material that is most useful usually has company's contact info and it should only have ours since we are the agent
- Ask us what we think works.

#### Concise

- Pamphlets aren't read. If you have a message to convey, make it short, simple and easy to read.
- More content for quick short social media posts.

#### About Coverage

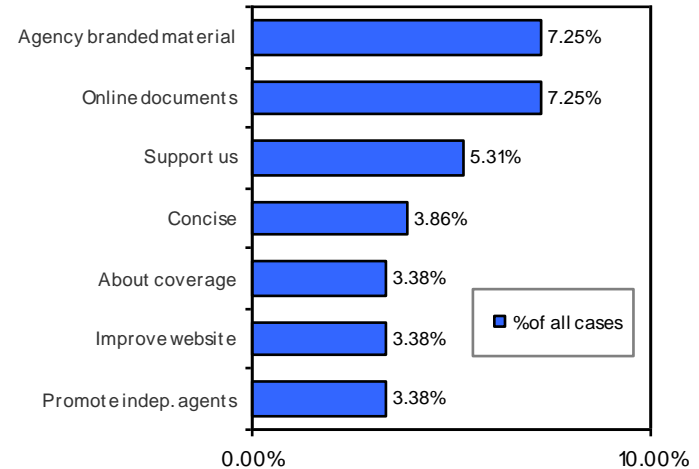
- Coverage charts, charts comparing their product to generic ISO.
- Provide real life examples in the material is one way, such as claims scenarios or decipher how their identity theft coverage is different from another or from actually purchasing coverage online.

#### Improve Website

- Online availability of custom documents from website and more creative ads.
- Most carriers that have a great website, have the marketing tools there for you. The smaller carriers you must order from.

#### Promote Independent Agents

- Marketing material is too carrier driven.
- Provide Co-op dollars for ad space for agents and for sending postcards.

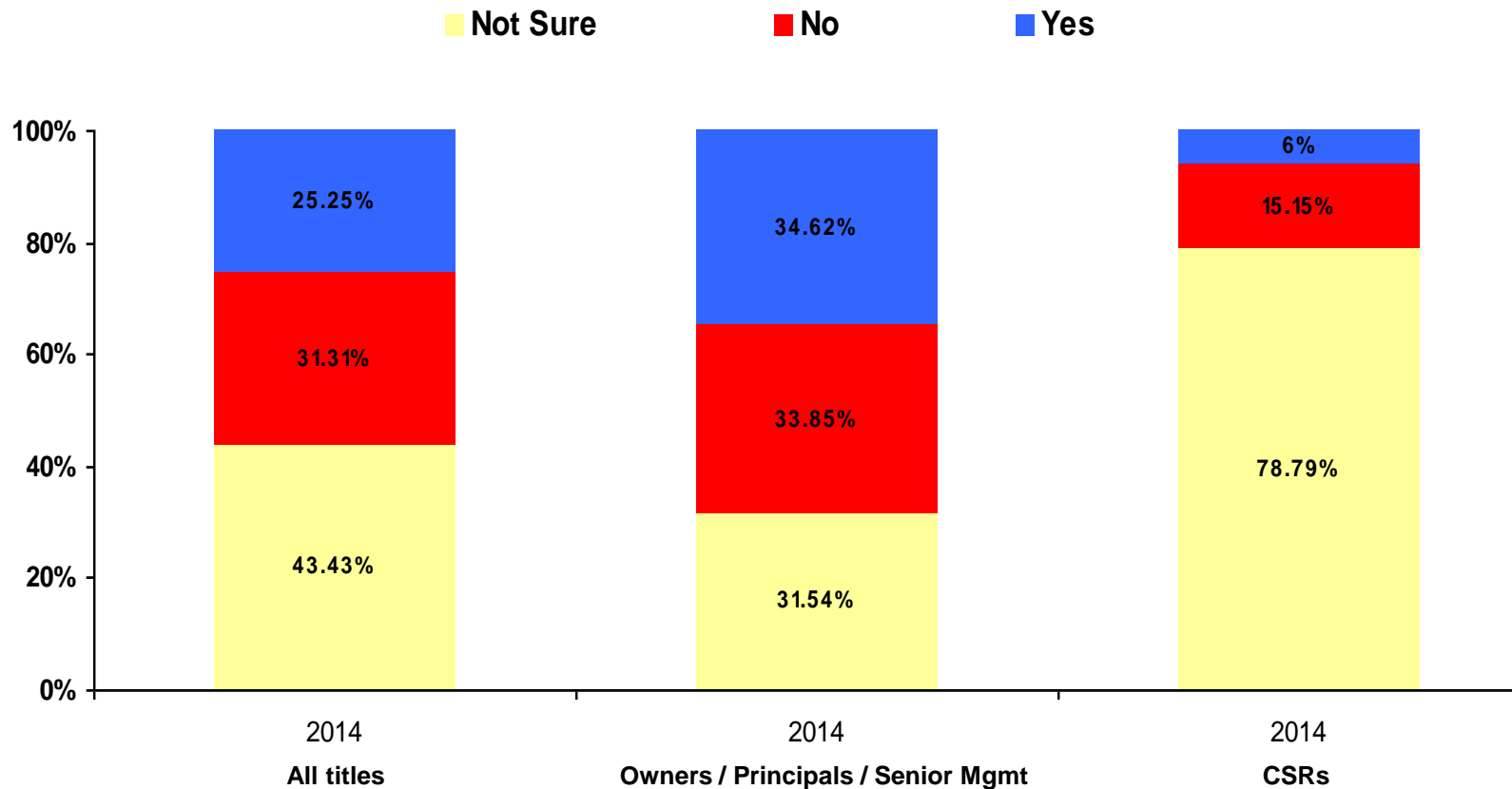




# Auxiliary Topics 2014

## Environmental Scanning

- Respondents were asked, "Is your agency interested in educational seminars on succession planning?"



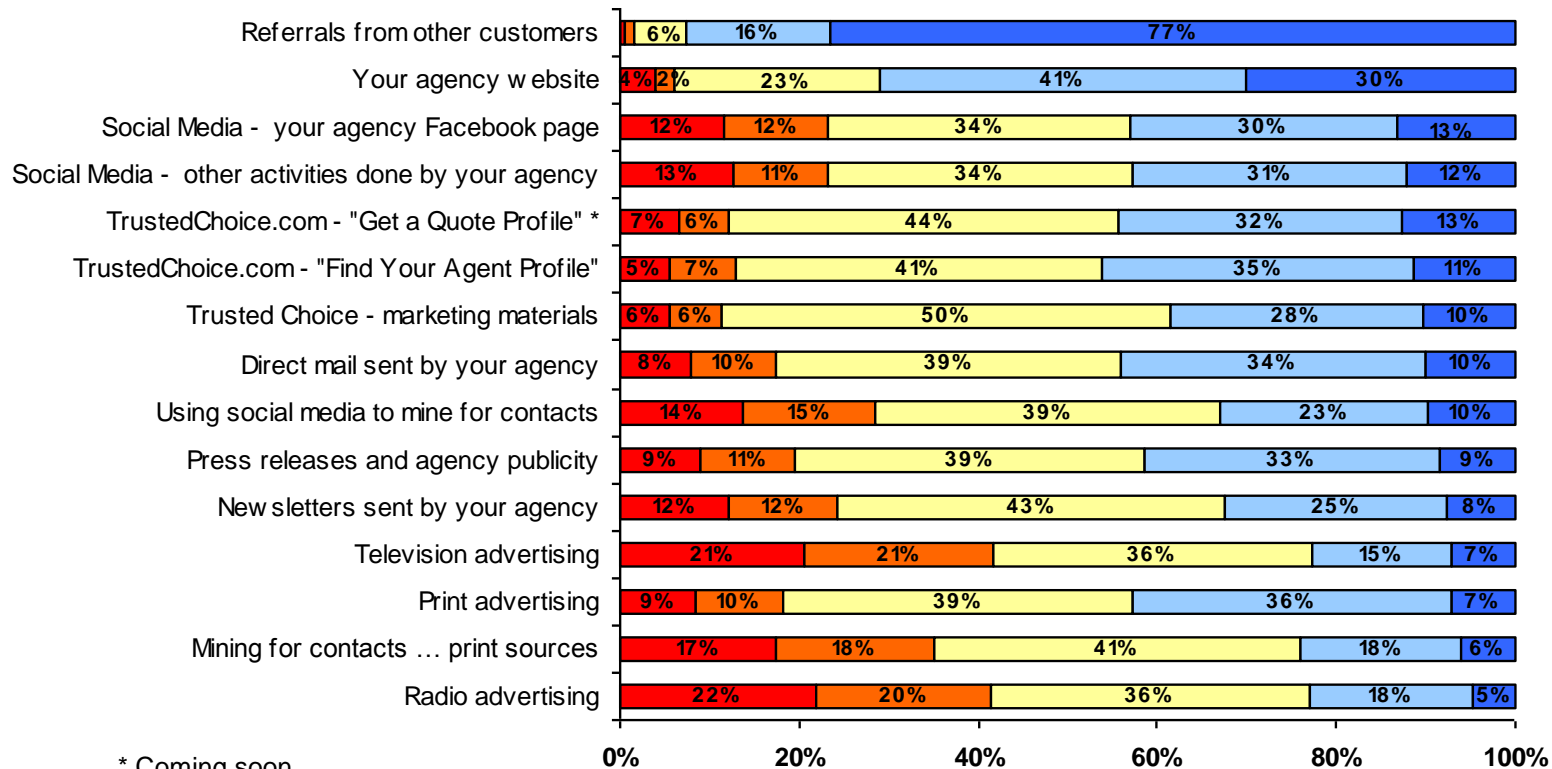
Discussion: Overall, there is some interest in educational seminars for succession planning, particularly among those who were an owner, principal, or in senior management at their agency. Many respondents were unsure of their interest.

# Auxiliary Topics 2014

## Services Needed

- Respondents were asked, "How important to your agency are each of the following sources of new business? To score each item, use a scale of 1 to 5, where 1 means not at all important to your agency and 5 means very important."

■ 1 - Not at all important  
 ■ 2 - Unimportant  
 ■ 3 - Neutral  
 ■ 4 - Important  
 ■ 5 - Very Important

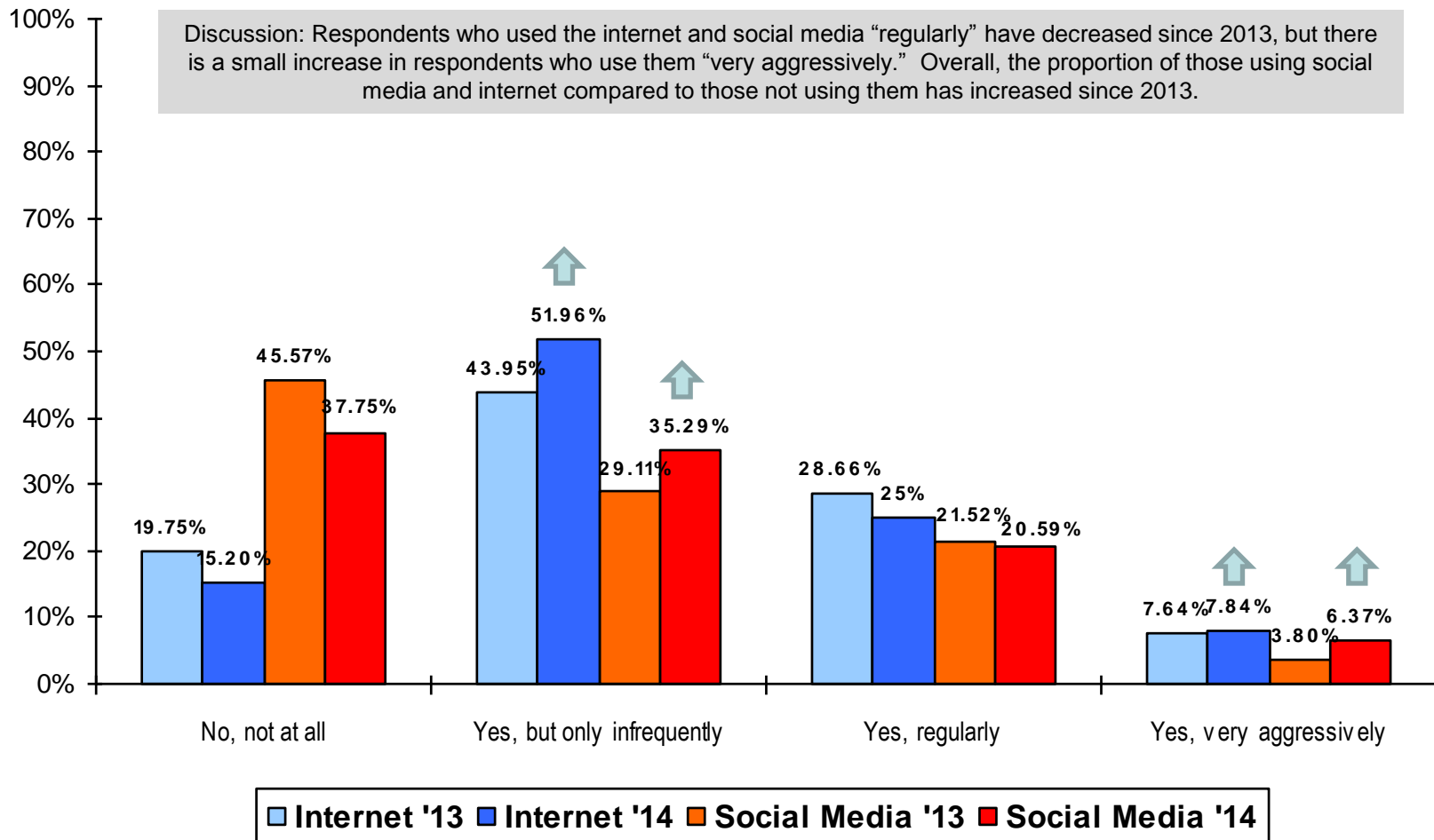


Discussion: Among the items listed, "Referrals from other customers" is by far, the most important source of new business to the majority of respondents. The remaining sources were rated as "Important" and "Neutral" by the majority of respondents.

# Auxiliary Topics 2014

## Internet and Social Usage

- Respondents were asked, “Is your agency using the internet for your agency's sales and marketing activities?”
- Respondents were asked, “ Is your agency using social media for your agency's sales and marketing activities?”



# The IIABNY Index

## A Carrier Evaluation Program

### Other Reports Available

*The following reports are prepared as part of each IIABNY Index edition:*

**1. The IIABNY Index Executive Summary Report** – Includes the industry scores segmented by line of business. This report is made available to its members, respondents to the study, carriers and the public through media press releases. (This report is the Summary)

**2. The Carrier's Individual IIABNY Index Report** – Includes the carrier's individual performance index and component scores. This report is available to respondents to the study and may be purchased by each of the individual carriers. IIABNY provides detailed reports only to the carrier being evaluated.

**3. The IIABNY Index Ranking Report** – Includes the carrier index scores for the carriers that are rated and lists all carriers showing their rankings. This report is available to respondents to the study and may be purchased by the carriers. Some information concerning the ranking of top-scoring companies may be released to the public through media press releases.

*Other reports such as a demographic analysis report, verbatim comment reports, in-depth carrier review reports and consultation on the IIABNY Index are also available upon request.*

*If you are interested in purchasing IIABNY Index Reports, please contact Jamie Deapo at IIABNY at 1-800-962-7950 or Jean Vincent at Vincent McCabe, Inc., the program administrators, at 1-800-685-7227.*



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## For More Information

If you have any questions or would like to purchase any of the IIABNY Index reports, please contact Jamie Deapo at IIABNY at 1-800-962-7950 or Jean Vincent at Vincent McCabe, Inc., the program administrators, at 1-800-685-7227.

## Independent Insurance Agents and Brokers of New York (IIABNY)

The Independent Insurance Agents & Brokers of New York, Inc., working in the public's best interest, is the unrelenting advocate for independent insurance agencies in New York State. IIABNY exists to fulfill the educational, political and business interests of its members. We represent more than 1,900 members who give consumers a choice of products from more than one insurance company. For more information about IIABNY, contact Kathy Weinheimer, Senior Vice President of Industry Relations and Education at IIABNY at [kweinheimer@iiabny.org](mailto:kweinheimer@iiabny.org) or toll free 1-800-962-7950.

## The Program Administrators

Vincent McCabe, Inc. is an independent, third-party consulting firm that specializes in financial and insurance research. The complete dataset for this research and the index methodology used are archived in secure storage at Vincent McCabe, Inc. headquarters in Skaneateles, NY. For more information on Vincent McCabe, Inc. or this program, contact Jean Vincent, President at Vincent McCabe, at [vincentjg@vincentmccabe.com](mailto:vincentjg@vincentmccabe.com) or toll free 1-866-685-7227.

