

July 16, 2014

# IIABW Bulletin



## Featured Associate Member

**PROGRESSIVE**

Progressive is the number one writer of auto insurance through a network of more than 35,000 independent agents and a leading writer of insurance for commercial auto, motorcycles, personal watercraft, boats and RVs. Founded in 1937 and headquartered in Mayfield Village, Ohio, Progressive thrives on innovation and cutting-edge technology, providing you and your customers with easy-to-use solutions.

Offering 24/7 support, Progressive is backed by unparalleled claims and exceptional customer service. We lead the way in usage-based insurance with our Snapshot program, offering customers personalized insurance rates and big discounts based on safe driving habits.

Our widely recognizable national brand, online and toll-free customer referrals, co-op marketing programs and co-brandable advertising options can help move your agency forward. More information can be found on [www.progressiveagent.com](http://www.progressiveagent.com).

## Project CAP Lead Generation

Based on a number of benchmarks, TrustedChoice.com is shaping up as a viable lead generator for independent agents. All IIABW members have a basic listing on the trustedchoice.com consumer web site but if you want priority placement in online searches and the ability to post a more robust online agency profile, you will want to subscribe to the [CAP Advantage Plan](#).

For three more days, you lock into a \$39 per month rate for the Advantage Plan for the next year. On July 18 the rate goes up to \$49 per month. TrustedChoice.com is now generating more than 3,000 leads every month for independent agents across the country. For more information, watch [this video](#).

## Big I Washington Magazine's Latest Issue

IIABW will be mailing out [our latest issue of Big I Washington](#) in the coming days. The issue will include articles on the following topics:

- What makes a great agency website
- Tax increases
- Hiring quality producers
- Walmart and Overstock.com in insurance
- Defense cost reimbursement
- Pictures from the Young Agents Conference
- Not filing your client's liability claim
- List of IIABW associate members



If you do not currently receive a personal copy of our quarterly magazine and would like to, please send an email to [scott@wainsurance.org](mailto:scott@wainsurance.org) with your name and address.

## IIABW Member News

- IIABW would like to welcome our newest Associate member: **Insuresign**, 1 Merchants Lane, Ste 204, Beaufort, SC 29907, (800)261-6849, Contact: Joe Floyd, [Joe@insuresign.com](mailto:Joe@insuresign.com)
- Alan Vahrenkamp of **Alaska National** hit a Hole-in-One on Hole #11 at the King County Big I Golf Tournament at

Washington National last week. Alan played with Tracy Skinner and IIABW President Pat Otter. Congrats Alan!!

- **WSRB** has enhanced PropertyEDGE with two new features for subscribing agents. 1) Forest and Brush Fires: Includes current and historic wildfire areas and is updated as soon as the Forest Service updates their fire maps! 2) Oregon Hydrant and Fire Station locations: Type in an address anywhere in Oregon and we will show you the distance to the nearest fire hydrant and the distances to the surrounding Fire Stations. Contact [Tracy Skinner](#) at 206-273-7146 for more information on PropertyEDGE.

## Young Agents Emerald Downs Event 9/12

IIABW's Young Agents will be hosting a networking evening event at [Emerald Downs Racetrack on Sept. 12th](#). Producers, underwriters, marketing reps, CSRs and all others associated with the insurance industry are all invited to this event. Back to school supplies and donations will be collected for First Place School to help homeless kids succeed in school.

## Uninsured Rate Drops in WA

The national health uninsured rate decreased more than 3.5% points to 14% following the Jan. 1 implementation of the Affordable Care Act (ACA), according to WalletHub. States that expanded Medicaid have an average uninsured rate of 10%. Washington State's uninsured rate now is 8% after dropping almost in half after January 1.

## New Flood Insurance Fact Sheet

Last week, FEMA released a [fact sheet](#) that provides an overview of what some eligible NFIP policyholders can expect in refunds later this year from the Homeowner's Flood Insurance Affordability Act of 2013. The new flood law made several modifications to Biggert-Waters, including reinstating many of the subsidized rates Biggert-Waters eliminated and calling for refunds of the difference between the subsidized rates and the higher full-risk rates policyholders. The FEMA fact sheet provides a simple overview of who is and is not eligible to receive these refunds.

## More Competition for IAs in Washington

Farmers Insurance is adding over 80 new agency owners across the state this year. The firm is specifically targeting former military members as part of this hiring push, offering special incentives for veterans.

## New On-Demand Video Webcasts

IIABW has partnered with [ABEN](#) (The Agents and Brokers Education Network) to offer 5 on-demand webcasts your company can participate in within a group setting (minimum of 5) to earn CE.

### Online CE Courses

IIABW has partnered with CEU.com to provide you with an excellent [online education](#) option that is backed by The Institutes (AICPCU/IIA). IIABW members receive a 35% discount. [Click here](#) to register.

IIABW has partnered with Risk & Insurance Education (RIE) to offer 9 self-study/online [CE programs](#) instructed by Dave Sanborn, CPCU. Classes include: Contractual Liability, Additional Insureds, Construction Defects, Commercial Auto, Business Income, Occurrence v. Claims Made, Ethics, General Liability

On-demand E&O Loss Control course webcast available through Agents & Brokers Education Network (ABEN). This course qualifies for the 10% Swiss Re Loss Control credit. To register, [click here](#).

### Big I Personal Lines

Affluent Homeowners & Auto (4 carriers)

Personal Builders Risk

Recreational Vehicles & Marine.

Homeowners: Seasonal, Coastal, Unprotected, Unsupported Secondary.

Non-Standard: Home-owner, Condo, Rental, Vacant Dwelling.

Homeowners DIC

Flood

### Commercial Lines

Habitational - Apartment, Condo

With ABEN's platform, you'll be able to view the presentation via streaming video at your location on the date and time of your choice. Seminars available:

- Business Income - Beyond the Basics
- Certificates of Insurance
- Data Privacy Insurance
- Liability Issues to Worry About - Indemnity & Additional Insureds
- Personal Lines Claims that Cause Problems

## Direction of Insurance Rates

Commercial insurance rates moderated from plus 3% to plus 2% in June, while personal lines pricing adjusted upward from plus 3% to plus 4%, according to the latest [MarketScout pricing survey](#). The commercial market continues to adjust downward as a result of improved underwriting results and an abundance of capacity. By coverage class, umbrellas, workers comp, D&O and EPLI all moderated down to plus 1%. Small and medium accounts held steady at plus 3%.

## Matching Marketing \$\$ from Trusted Choice

As a Big I member, you can take advantage of the expansion of the [Marketing Reimbursement Program](#) this year. Agents are eligible to be reimbursed 50% (up to \$500) when they use the Trusted Choice logo on business cards, websites, and other promotional materials.

## Need an Affluent Market?

If you need a market for an affluent customer, Big I Markets has coverage available through ACE Private Risk Services, Chubb Group of Insurance Companies, Fireman's Fund and AIG. Learn more about this product at [www.bigimarkets.com](http://www.bigimarkets.com)

## Umbrellas Protect Customers and Agents

A personal umbrella policy (PUP) is one of the best ways to protect customers found liable for an accident and the cost exceeds the coverage provided by their basic policies (homeowners', auto, watercraft, etc.). Offering a PUP is also a great way for agents to protect themselves from a "failure to offer" E&O claim. In today's legal environment, it's wise to offer all customers the added production of a PUP, and to document when that coverage is declined. For more information on the IIABW - endorsed RLI program (which is administered by our for profit subsidiary IPSC, [click here](#).

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Bonds - Surety,  
Performance, Bid and Misc.

Travelers - Select  
(Contractor Pac, Auto,  
Garage, BOP, Religious,  
Tech)

Community Banks Business  
Insurance

Real Estate Agents E&O

Excess Flood

Hartford Specialized Affinity  
Programs In-Home Business

### Appointments

[Eagle Agency](#) gives you access to four premier personal lines markets: Travelers, MetLife Auto and Home, Hartford and Progressive. For an appointment you only need to submit 2 new lines policies a month.

### Homeowners DIC

Earthquake and incidental flood coverage for residential properties is offered by Trustco, through Lloyd's of London. Owner occupied one and two family homes may be covered with limits up to \$1 million. For an agent/broker brochure, consumer brochure and application, [click here](#).

### Flood Insurance

Federal flood (write your own) program. 18%/15% new/renewal commission. For more information, go to [IIABA's Web Site](#).



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