

YOUR PIA MEMBER BENEFITS

BUSINESS-BUILDING TOOLS

Commercial Lines Market Access. No cost program featuring 17 nationally recognized “A-rated” carriers for Workers’ Compensation & Business Owners Policy Insurance. pianational.org/clmarketaccess

Rainbow Insurance. Specialized Business Owner’s Policies (BOP) and Excess Liability coverage, specifically designed for restaurants and beauty & wellness businesses. pianational.org/rainbow

PIA DMV: PIA’s Direct Marketing Vault. A one-stop shop for direct mail and digital advertising services. Customizable postcard templates are available to use with the USPS Every Door Direct Mail Program and Targeted Direct Mail. Double your impact with add-on digital advertising services. pianational.org/piadmv

Marketing Support for PIA Members. Market your agency using PIA’s print advertisements, social media support, and consumer-facing marketing content for your clients and prospects. Plus a guide with tips from industry experts. pianational.org/marketingsupport

Disability Insurance. Breeze helps members sell disability insurance. With instant quotes, an online application process, and case management done for you, Breeze makes it easy to earn competitive commissions and grow revenue by offering top-rated disability insurance to clients. pianational.org/breeze

PIA Logo and Signature Block for Members. Showcase your credibility as a professional independent insurance agent — use the PIA member logo on business cards, signage, promotional materials, and more as well as the PIA signature block in your emails.

Rough Notes Advantage-Plus. Helps identify risk exposures and provides detailed coverage analysis for C/L and P/L. Save \$200/year with PIA member discount. pianational.org/roughnotes

INSURANCE PRODUCTS

Group Insurance Products. PIA members can choose from several high-quality, competitively priced insurance plans to help protect you, your employees and families: term life insurance, short term disability, long term disability, and AD&D. piatrust.com

PIA Agents Umbrella Program. Excess insurance protection includes E&O and business liability coverage, with available endorsements for EPLI and personal coverage. Coverage not available in all states. pianational.org/umbrella

Cyber Insurance. PIA is proud to offer robust coverage tailored to small and mid-sized businesses. Coverage is available for you to purchase and also to sell. pianational.org/cyberinsurance

CUTTING-EDGE COMMUNICATIONS

PIA Connection Magazine. Award-winning publication providing PIA analysis from the agent’s perspective. pianational.org/piaconnection

PIA Advocacy Blog. Timely updates about what’s happening on Capitol Hill and on state and federal regulatory issues. PIAAadvocacy.com

PIA in the News. PIA is the go-to, authoritative source for the independent agent’s point of view across a wide swath of influential industry media.

PIA TECH COUNCIL

Learn about new solutions to help your agency grow through the PIA Tech Council, a council of technology leaders and solution providers who will provide ideas, input, and insights on technology and agents to PIA and PIA leadership. pianational.org/techcouncil

THE PIA PARTNERSHIP

The PIA Partnership is a joint effort of leading insurance carriers and PIA. PIA and the companies belonging to the partnership work together to develop hands-on tools for PIA members. pianational.org/piapartnership

Winning@Work. What do Gen Z producers and CSRs want from agency employers? This report helps agency owners and principals identify ways to appeal to and motivate rising leaders by focusing on five key areas: culture, growth, flexibility, mentors, and technology. pianational.org/winningatwork

Winning@Customer Retention. Designed to help you improve customer service and retention with resources to track client retention rates, segment, and communicate with your customers. pianational.org/customerretention

Winning@Cybersecurity Defense. An action-oriented educational resource created to teach you and your clients about the most common cyber dangers faced by small and mid-sized businesses as well as the best business practices and insurance coverages that can reduce these risks. pianational.org/cybersecurity

Winning@Virtual Sales and Service. Modern agents must be prepared to sell and service virtually. This program addresses how your agency should transform themselves to take advantage of modern technology and changing consumer expectations caused by changes in technology. pianational.org/winningatvirtual

Ready For Everything. This hub brings together resources for crisis planning and preparation, so that you can survive any crisis. pianational.org/readyforeverything

Winning@Talent. Your guide to hiring, motivating, and retaining the best agency employees. pianational.org/winningattalent

Agency Journey Mapping. Value your agency, maximize your retirement income, and plan for unexpected death/disability while creating a perpetuation plan for your agency. pianational.org/agencyjourneymapping

Small Commercial — the Digital Opportunity. A variety of resources that help you increase your digital capabilities and improve the digital experience for your customers. pianational.org/digital

Classic PIA Partnership Programs: Less recent (but still relevant) programs including Reaching Gen Y, Closing the Gap, Agency Touchpoints and Practical Guide to Succession Planning. pianational.org/classicprograms

AGENCY MANAGEMENT TOOLS

PIA 401(k). The PIA 401(k) plan is easy to administer, offers minimal fiduciary responsibility, is low-fee and low-cost. It has you covered by performing over 90% of administrative tasks and becoming your retirement department support team. pianational.org/401k

PIA Ascend. Simplifying payments to increase customer retention and team efficiency — improving your agency’s bottom line. pianational.org/ascend

PIA Blueprint for Agency Success. Your 3-part resource guide for business planning, growth strategies, and agency continuity. pianational.org/blueprint

ACORD Forms End User Licenses. Available for free if you qualify and access ACORD forms through agency management systems and other authorized distributors. Plus PIA member discounts on the ACORD Advantage Plus Program. pianational.org/acord

Agency Agreement Review Service. Free to you and carriers, PIA recommends changes to carriers and highlights concerns for members so you can make informed decisions about the agreements you sign. pianational.org/agreementreview

Hire with Ideal Traits. The comprehensive, go-to hiring tool to help you hire top performers. pianational.org/idealtraits

Employee Profiling. Hire the right people with skills and personality testing from OMNIA. pianational.org/omnia

The Agent Experience. Practical information and resources to help you develop and grow customer relationships online. pianational.org/agentexperience

Free subscriptions to industry publications.

TOP TIER EDUCATION.

PIA members have access to and receive member pricing on pre-licensing courses, continuing education courses, and designation classes including the Certified Professional Insurance Agent (CPIA) program.



Learn more about these PIA member benefits at pianational.org.