

**Access  
Markets**

**Generate  
Revenue**

**Save  
Time**

**Market  
Your  
Agency**

**Make  
Connections**

**ROI**

**Agency  
Operations**

**Carrier  
Partnerships**

**Group  
Products**

**Information  
& Analysis**

**Insurance  
Products**

**Advocacy**



# PIA National Guide to Member Benefits

# For online access to the PIA National member benefits

## Business-building tools

- > **PIA Member Reimbursement Program:** PIA is here to help your agency get back to business. Receive reimbursements on PIA marketing and PIA Partnership programs (up to \$250 per program, for a total of up to \$500). Visit [www.pianet.com/agentsupport](http://www.pianet.com/agentsupport)
- > **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. [www.piadmv.com](http://www.piadmv.com)
- > **PIA Branding Program.** Market your agency using PIA's print advertisements, radio commercials, social media support and consumer-friendly issue papers for your clients and prospects.
- > **Hartford Flood Insurance.** Easy enrollment, dedicated local sales directors and book transfer/rollover team, training/CE, free certified zone determinations, 24/7 claims reporting and special PIA member commissions regardless of volume.
- > **PIA Market Access.** Access to over 50 national and specialty carriers, real-time online rating, ownership of your book and no exit fees for a low monthly rate. Visit [www.piamarketaccess.com](http://www.piamarketaccess.com).
- > **Cyber Insurance.** Robust coverage tailored to small and mid-sized businesses. Coverage with special, PIA-only enhancements is available for PIA members to sell.
- > **AVYST eForms Wizard.** Quickly and easily prepare ACORD, agency-specific, and carrier-unique applications and forms, entering data only once in an organized interview format. Get to market faster!
- > **FLOODBROKER.COM.** Sell more flood insurance with your own flood quoting web portal. A PIA member exclusive!
- > **Rough Notes Advantage-Plus.** Helps identify risk exposures and provides detailed coverage analysis for C/L and P/L. Save \$100/year with PIA member discount.



## Insurance products

- > **E&O insurance.** Professional liability, errors and omissions insurance. With access to multiple markets with differing appetites, including admitted and non-admitted markets, chances are we can find the coverage and price that's right for you, even if you have a more unusual risk. Visit [www.pianet.com/eando](http://www.pianet.com/eando).
- > **PIA agents umbrella program.** Excess insurance protection includes E&O and business liability coverage, with available endorsements for EPL and personal coverage. Coverage not available in all states.
- > **Cyber insurance.** PIA is proud to offer robust coverage tailored to small and mid-sized businesses. Coverage is available for PIA members to purchase and also to sell.
- > **Individual and group insurance products.** Basic, voluntary, and dependent term life; long/short term disability; and AD&D for you, your employees, and families. Visit [www.piatrust.com](http://www.piatrust.com).

## Cutting-edge communications

- > **PIA Connection magazine.** Award-winning publication providing PIA analysis from the agent's perspective.
- > **PIA National's website,** [www.pianet.com](http://www.pianet.com).
- > **PIA Agency Marketing Guide.** Hands-on marketing tips from industry experts and agents like you. Published annually.
- > **PIA Advocacy Blog.** Timely updates about what's happening on Capitol Hill and on state and federal regulatory issues. Visit [www.PIAAdvocacy.com](http://www.PIAAdvocacy.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.



listed here, please visit [www.pianet.com](http://www.pianet.com).

## Carrier relations

Through our ongoing activities with The PIA Partnership, PIA's company council, we develop hands-on tools specifically designed for use by agents to help them strengthen their agencies.

## Tools from The PIA Partnership

The PIA Partnership — a joint effort of leading insurance carriers and PIA — develops hands-on tools for PIA member agencies such as:

- > **Winning@Virtual Sales and Service.** Modern agents must be prepared to sell and service virtually. This program addresses how agencies should transform themselves to take advantage of modern technology and changing consumer expectations caused by changes in technology.
- > **Ready For Everything.** This hub brings together resources for crisis planning and preparation, so that agents can survive any crisis.
- > **Winning@Talent.** Your guide to hiring, motivating and retaining the best agency employees.
- > **Agency Journey Mapping.** Value your agency, maximize your retirement income, and plan for unexpected death/disability while creating a perpetuation plan for your agency.
- > **Cyber 101.** Cyber education for you and your clients.
- > **The Voice of the Commercial Lines Customer.** Our eye opening research helps independent agents understand how they can stay ahead of online competition in commercial lines.
- > **Closing the Gap — Growth & Profit.** Project and plan for new business growth and profitability using PIA's calculators. Use PIA's turnkey approaches for improving retention, sales and account-rounding in your agency.
- > **Agency Touch Points — The Voice of the Customer.** Learn how to capitalize on Partnership research to give personal lines customers what they really want.
- > **Reaching Gen Y.** This online tool helps agents understand and reach Gen Y age group insurance consumers and convert them into loyal agency customers.
- > **Practical Guide to Successful Planning.** This valuable resource helps agents plan for success within their own agencies and coordinate their plans with those of the carriers they represent.



## Agency management tools

- > **PIA Blueprint for Agency Success.** A 3-part resource guide for business planning, growth strategies, and agency continuity.
- > **ACORD Forms End User Licenses.** Available for free to qualifying PIA members who access ACORD forms through agency management systems and other authorized distributors. Plus PIA member discounts on the ACORD Advantage Plus Program.
- > **Agency Agreement Review Service.** Free to members and carriers, PIA recommends changes to carriers and highlights concerns for members so they can make informed decisions about the agreements they sign.
- > **Employee profiling.** Hire the right people with skills and personality testing from OMNIA.
- > **Hire with IdealTraits:** The comprehensive, go-to hiring tool for agencies looking to hire top performers.
- > **Discounted producer licensing services from Central Licensing Bureau.**
- > **Discounts on shipping with UPS and car rentals from Alamo.**
- > **Free subscriptions to industry publications.**

## Industry & business affairs

PIA National works with industry groups such as the Association for Cooperative Operations Research and Development (ACORD) and the Insurance Services Office (ISO) to improve processes and address challenges facing the insurance industry in general and agents in particular. PIA is leading the effort to enable agents to quote and bind policies from a single platform, aka The Buy Button.

PIA also provides our members with practical guidance to help them keep their agency practices in compliance with insurance and general business regulations and more aligned to the way other agencies do business. Guidance is also provided to assist PIA members with protecting their ownership and control of agency expirations.



## Legislative & regulatory outreach

PIA National represents members' interests in state capitals and in Washington, D.C. to ensure that lawmakers and regulators understand and support the independent agency system. That's why PIA National actively works with Congress and the Executive branch to ensure that your voice is heard when policymakers make decisions that affect you.

PIA has one common strategy: always put the interests of agents first! Whether it's fighting encroachment by the Federal Insurance Office, standing up for agent commissions, protecting the vital role that independent agents play in delivering federally-backed crop and flood insurance, and safeguarding the employer-sponsored healthcare system, PIA National is your advocate in the halls of Congress, with regulators and throughout our industry.

In addition, PIA works with Congress on other vital issues like cybersecurity, data security legislation and the Terrorism Risk Insurance Act (TRIA).

PIA National's advocacy also extends to important organizations like the National Association of Insurance Commissioners (NAIC), state lawmakers through the National Council of Insurance Legislators (NCOIL) and InsureTech standards groups like the Association for Cooperative Operations Research and Development (ACORD), and others — to ensure that the concerns of independent agents are addressed.

Here are some ways you can get involved:

- > **PIA Advocacy Blog.** The PIA Advocacy blog is your one-stop shop for timely updates on what's happening on Capitol Hill and on state and federal regulatory issues. Follow the blog by visiting [www.PIAAdvocacy.com](http://www.PIAAdvocacy.com).
- > **PIA Advocacy Day (formerly the Federal Legislative Summit).** Every spring PIA members gather in the nation's capital to meet with their elected representatives to discuss issues that are important to independent insurance agents. PIA Advocacy Day gives policymakers and their staffs a chance to hear directly from you, their constituents. This year the event will be held virtually. Learn more by visiting [www.PIAAdvocacyDay.com](http://www.PIAAdvocacyDay.com).
- > **Grassroots alerts.** To ensure legislators feel the heat from their constituents, PIA occasionally organizes grassroots campaigns in which PIA members can easily send pre-written, fully-editable letters directly to their elected officials. Send one now by visiting [www.piagrassroots.com](http://www.piagrassroots.com).
- > **PIA Political Action Committee (PIAPAC).** PIAPAC is the Professional Insurance Agents Political Action Committee. The PAC contributes to the campaigns of candidates to federal office who share our pro-insurance, pro-business perspective and who support our issues. PIAPAC is funded by the contributions of individual PIA members. To learn more visit [www.piapac.com](http://www.piapac.com).

## PIA Insurance Foundation

The Professional Insurance Agents Insurance Foundation (501(c)(3)) strives to further the insurance knowledge and education of those engaged in the independent insurance agency system. It is also home to the PIA Disaster Relief Fund which solicits charitable contributions and, in turn, provides relief grants to businesses following catastrophic events.

### Contact us

Have a question? Not sure how to access a particular program? Want to vent about something? That's what your staff at PIA is for. Please contact us using the information to the right.

### Connect with PIA National

-  [facebook.com/PIANational](https://facebook.com/PIANational)
-  [@PIANational](https://twitter.com/PIANational)
-  [linkedin.com/company/pianational](https://linkedin.com/company/pianational)
-  [instagram.com/pia\\_national](https://instagram.com/pia_national)

### Connect with other PIA members

Join the PIA Peers group on Facebook



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