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PIA National Guide to MEMBER BENEFITS



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Business-building tools

Disability Insurance. PIA is excited to partner with Breeze to help 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

Hartford Flood Insurance. Easy enrollment, your 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. pianational.org/hartford

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). pianational.org/moneyformembers



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/piadm

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

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. pianational.org/marketaccess

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.
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.



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/winingatvirtual

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/winingatallent

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

PIA Propeller. The completely automated way to sell surety bonds.
pianational.org/propeller

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@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 midsized businesses as well as the best business practices and insurance coverages that can reduce these risks.
pianational.org/cybersecurity

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 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 IdealTraits. 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 discounts on pre-licensing courses, designation classes, and continuing education courses.

Legislative & Regulatory Outreach

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:
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 on a rolling basis throughout the year. Learn more by visiting: 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: 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: piapac.com