

# How to Start & Run an Insurance Agency



# How to Start & Run an Insurance Agency ... Successfully



## [WANT TO OPEN YOUR OWN LOCATION?](#)

Our turn-key operation is a one of a kind in the industry. We offer high commissions and renewal payout rates, as well as access to more than 50 competitive insurance companies.

## [JOIN OUR TEAM](#)

[Gene Ruggerio](#), President, and [Allen Vest](#), Vice-President, invite you to schedule your own virtual/phone consultation in learning more concerning: how/what/when and most importantly why you should make the switch to being an independent agent today. Contact them at [\(205\) 776-1680](tel:2057761680).

Alabama Insurance Agency, Inc. and ALASTAR Insurance Agency, LLC has perfected the agency/owner model of managing and operating an Independent Insurance Agency, Our agents focus on the client relationships, building a sales force, and operating a profitable agency in which they have an ownership interest.

## GETTING IN

- [How to start an insurance agency](#)
- [Which Legal Entity is Best for your Insurance Agency?](#)
- [Tax-Related Questions Answered](#)
- [Study Shows that Independent Agencies are Thriving](#)
- [Tips to Acquire an Independent Insurance Agency](#)
- [Should Captive Agents Consider Making the Move to the Independent Side?](#)
- [Independent insurance agents have an edge in the digital market](#)
- [Announcing the Acquisition of an Insurance Agency, Tips for Buyers & Sellers](#)
- [Why the Marketplace Demanded Insurance Agency Networks](#)
- [A History of Agency Aggregators, Clusters and Networks](#)
- [Will Your Non-Compete Agreement Hold Up in Court?](#)
- To build a great practice, build a great personal brand. [Read More](#)
- [The Power of Agency Networks to your Bottom Line](#)
- [Newly Acquired Agency: Clients Don't Know You](#)
- How to create a Marketing Plan ... [read the article](#)
- 100 Best Sales Ideas: [All 10 modules in one place](#)
- [How to get Robbed by Your Bookkeeper](#)

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- [The 4 components of finding a niche for your insurance agency](#)  
If you can tie these four components together, you will be well on your way to becoming an industry leader in a niche you love, understand and provides long-term opportunity. ...[Read more](#)
- [Agency Book of Business Statistics for Buyers and Sellers](#)
- [Smaller Management System May Have Huge Advantages for Your Agency](#)
- [Why Independent Agencies Won't Lose Significant Market Share to Non-Agency Corporations](#)

## STAYING IN

- [The Show Starts When The Phone Rings](#)
- [How to create a successful insurance sales direct mailer](#)
- Creating the best direct mail piece requires blending together great content and an aesthetically pleasing design. ...[Read more](#)
- [The No. 1 reason most people buy insurance from you](#)
- Why do your clients select you as their insurance agent, especially since there are countless agents to choose from both locally and online? ...[Read more](#)
- [Existing Client Marketing: The Smart Investment](#)
- [Advertising your agency online? Here are some tips](#)
- Depending on what kind of insurance services you offer, the best meeting point between you and your potential clients may be online. ...[Read more](#)
- [22 tips for insurance agents & brokers on maintaining a good reputation](#)
- [6 tips for handling difficult customers](#)
- [Evolving Agency Management Systems Apps helps Bring Efficiency in the Field](#)
- [6 useful YouTube channels for agents](#)
- Digital destiny: What your agency needs to do right now to become more competitive
- If your agency isn't defining its marketing strategy and discussing upgrades to its digital management system, it's likely you're behind the curve. Here's how to catch up. ...[Read more](#)
- The personal lines market is changing fast; here's the good news for agents
- Is it harder than ever for personal lines agents to live on what they catch? Or does it just look that way? [Read more](#)
- Better selling: 10 tips, from prospecting to closing. 10 solid ideas on how to sell better, from finding new business, to presenting to clients, to saving deals about to go sideways....[Read more](#)
- 5 steps to develop and strengthen the customer experience. It is time to become more accessible, more responsive and more personal with customers. Here's how to do that....[Read more](#)
- [What the New Federal Licensing Law Means to Insurance Agencies](#)

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## GETTING BIGGER

- [Using a Broker of Record Letter to Grow Your Agency](#)
- [Why Niche Agencies Have a Huge Competitive Edge](#)
- [Acquisition Tax Strategies for Insurance Agency Buyers and Sellers](#)
- [10 sales behaviors that prospects hate](#). Here's a list of things you might be doing that are repelling prospects....[Read more](#)
- [Are you a marketer or an insurance agent?](#) What's more important to the success of your insurance business: being a great marketer or a knowledgeable insurance agent? ...[Read more](#)
- [12 Reasons Agents should continue to prospect](#)
- [11 ways for insurance agents & brokers to win new business](#)
- [10 ways to be more productive](#)
- As the insurance industry encounters competition from smart startups and tech giants, productivity is becoming increasingly key to success. [Read more](#)
- [Sealing the Deal with e-Signatures: How Insurance Agencies can Improve Efficiency](#)
- [A Quality Book of Business returns Higher Revenues per Hour and a Higher Agency Valuation](#)
- How to reach & retain more customers ... [Read More](#)
- 5 important things millennials should know about insurance. To best market insurance to millennials, it's important to address the questions they have as well as educate them on what they might not know....[Read more](#)
- [Increasing Insurance Premiums Affect Retention, Here Is What You Can Do](#)

## GETTING OUT

- [HOW THE CAPITAL GAINS TAX APPLIES WHEN SELLING YOUR INSURANCE AGENCY](#)
- [When Using a Business Broker to Sell Your Insurance Agency, Always Choose a Specialist](#)
- [Agency Valuations & The State Of The Agency M&A Marketplace](#)
- [The Impact of Agency Culture in the Sale of An Agency](#)
- [Does it Matter what Type of Business Broker you use to sell your Insurance Agency?](#)
- [Why It's Critical to Have Expert Representation in an Agency Buy/Sell Transaction](#)
- [Maximizing the Use of Automation Simplifies the Sale of an Agency](#)
- [How Brokers Add Value When Selling Insurance Agencies](#)
- [Tax Implications of Selling an Insurance Agency in 2021 & Beyond](#)
- [Why an Agency Valuation is Important to both your Business and Personal Financial Planning](#)
- [3 ways to turbocharge the sale of your insurance business](#)
- [Insurance Agency Valuations on the Rise](#)  
Modern technology provides a variety of tools that make contact with clients easier than ever before. Are you making the most of them?

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## AGENCY / CARRIER RELATIONSHIPS

- [The anatomy of a producer agreement](#)
- It is extraordinarily important for parties to an agreement to review and comprehend its terms. [Read More](#)
- 10 ways to secure private data. Insurers and agents can be held liable for the loss of protected information....[Read more](#)
- [Maximizing an Agency's Profit Sharing through Sound Underwriting Practices](#)
- [How to Increase Your Commissions 50%](#)

## EMPLOYEE TIPS

Employees are your greatest expense, but they are also your most valuable asset. The loss of great or even just a "good" employee has a tremendous effect on the agency. How do you manage employees according to their style while giving them a sense of place and accomplishment? Follow these rules of management success.

- [11 Requirements for Management Success](#)
- 7 steps to hiring great employees ... [Read more ...](#)
- [7 Questions Every Small Business That Hires Employees Will Have to Answer](#)
- [Paying Staff as 1099 Compensation May Eventually Cost You More](#)
- [The Funniest Excuses People Used to Get Out of Work.](#) These are almost too ridiculous to be real—but they are. [Find out more »](#)
- 6 ways to improve producer recruitment success rates. A new Reagan study shows that only 56% of producer hires are successful. Here are six tips to beat the odds....[Read more](#)
- [5 ways to reduce employee theft.](#) If your employees think you are keeping an eye on them, they are less likely to take things that don't belong to them. ...[Read more](#)
- [How Much Does an Employee Cost you?](#) When you think about adding a new employee to your payroll, determine what the actual financial cost of doing so means to your business. This includes the dollars and cents over and above the basic wage or salary you agree to pay. There's a rule of thumb that the cost is typically 1.25 to 1.4 times the salary, depending on certain variables.
- [Top 10 Things You Should Never Do At Work](#)
- [Does the IRS consider your Agency Staff to be Employees or Independent Contractors?](#)
- **Bad Attitude: Cynical Employees Earn Less Than Others.** Holding cynical beliefs about others may have a negative effect on one's income, according to research ... [Read more](#)
- Finding the 'sweet spot' in attracting millennials to insurance careers. Insurance isn't "sexy," but it could be to younger professionals, if we position it properly....[Read more](#)
- 12 tips to improve producer performance. You are your own profit center and need to position your thinking from that regard. Selling and growing is your primary responsibility within the agency—period....[Read more](#)
- 12 tips for improving producer performance. Your goals and vision for the future are the best tools for future success....[Read more](#)

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- [Ten things you should never tell your employer](#)
- [10 ways to Increase your Agency's Profit Sharing Bonus](#)
- How to Inadvertently Uninspire Your Employees ... [Read more](#)
- How an Employee's Absence Can Bring Your Team Together
- Missing a key player? Turn that into a positive. [Read more ...](#)
- The 4 types of bad bosses. Bad bosses are inherent in every industry but how do you identify them and how do you cope? ... [Read more](#)
- Welcome Back: Why rehiring former employees can make good business sense [Read more ...](#)
- Want to Keep Good Employees? Say 'Thank You' With Words Not Dollars. A recent survey of U.S. employees reveals that employers can be doing more than increasing salaries and providing...[Read more](#)
- 5 tips to increase sales among new producers
- Getting started in the insurance business is difficult, at best. Follow these guidelines to have a better chance of closing the sale [Read more](#)
- Survey finds illegal job interview questions tripping up employers. One in five employers has unknowingly asked an illegal interview question, and at least one in three are unsure about the legality of certain interview questions ... [Read more](#)
- Selling is not telling: 4 tips to offer better insurance solutions
- Insurance is a relationship business. How do you forge and maintain relationships with your customers and prospects?...[Read more](#)
- [Do you know the Lifetime Value of a customer?](#)
- [Use jargon with your prospect; lose the sale](#)
- For many of us, knowledge and specialized lingo are powerful ... in costing us business. ...[Read more](#)
- 11 ways to attract and keep young talent
- The insurance industry is way behind the curve on talent acquisition, but don't let the magnitude of the problem overwhelm you. Small steps can get your agency moving in the right direction....[Read more](#)
- [10 sales behaviors that prospects hate](#)
- Here's a list of things you might be doing that are repelling prospects....[Read more](#)
- [Customer engagement: the next battlefield](#). Customer relationships are delicate. Loyalty is enormously valuable once you've earned it. Satisfied customers tell nine people how happy they are. Dissatisfied customers tell 22 people — a case of bad news traveling faster. ...[Read more](#)
- The 4 most common business fraud schemes  
Employee theft costs businesses an estimated hundreds of billions of dollars each year. [Read more ...](#)