

“Everything You Want to Know About Running an Insurance Agency but Didn’t Know Who to Ask!”

We will cover all aspects of a successful insurance agency in 5 hours.

9:00 a.m. – 2:00 p.m.

START – UP

- How to choose the legal entity that’s right for you.
- How to set up an office for under \$1,000
- How to get properly licensed
- How to choose the perfect Agency Management System
- How to secure the right Errors & Omissions Insurance
- How to get contracted with carriers
- How to become an Expert Niche Agency
- How to sell Personal Lines
- How to sell Commercial Lines
- How to double your income by offering Basic Tax Preparation
- How to setup your Google, YouTube & Facebook Business accounts
- How to target market for \$1.00 a day using Google, Facebook & YouTube



Secrets of a Successful Agency
includes Lunch, Trade Show & 24
Hours On-line CE Exam



Insurance Expo South in Macon on June 22

EXPANDING

- How to choose between Employee and Independent Contractor
- How to find great agency representatives
- How to hire great agency representatives
- How to compensate great agency representatives
- How to train great agency representatives
- How to set goals for Producers & CSRs
- How to stay legal & save on taxes



SELLING OUT

- How to Evaluate, Buy & Sell a “Mom & Pop” Insurance Agency
- Errors & Omissions Considerations
- Agency Management Considerations
- Insurance Carrier Considerations



Insurance Expo Bonus

Free 24 hours On-Line P&C CE

Included with your \$25 Registration

Complete your 24 hours CE at Insurance Expo South

Study course content at <http://www.fyiexpress.com/24-hours-ce-on-demand.html> but don't take the Final Exam

We will proctor as you take the 50 multiple choice question exam at Insurance Expo South

Agent & CSR details at <http://iesouth-agents.eventbrite.com>