



## Application guide for the 2019 Regional Liberty Mutual Safeco Agent for the Future Award

Thank you for your interest in the 2019 regional Agent for the Future Awards! This is a chance for you to show off the ways your agency is innovating to meet customer expectations and take advantage of new opportunities. We're excited to read about all the cool things your agency is doing!

The Agent for the Future Award application nomination includes 7 short-answer questions, and usually takes about 45 minutes to complete.

This guide shows you the topics covered in the nomination form so you can brainstorm your answers ahead of time and provide the best possible overview of your agency's unique programs and strategies. You can visit [AgentForTheFuture.com/award](http://AgentForTheFuture.com/award) to learn more about the award and access the nomination form!

### Important dates:

- September 30: Nominations open
- October 28 at 12pm PST: Nominations close
- November 18: Winners announced

We are here for you! If you have any questions, please email [Melissa.Pelto@Safeco.com](mailto:Melissa.Pelto@Safeco.com)

### What is the Agent for the Future Award?

Liberty Mutual and Safeco Insurance created Agent for the Future as a resource to help independent agents succeed. On [AgentForTheFuture.com](http://AgentForTheFuture.com), you'll find original research about the insurance market, expert insights for independent agents, and stories highlighting the real-world strategies winning IAs are using.

The Agent for the Future Award recognizes innovative agencies that are evolving to improve customer experiences and take advantage of new opportunities. Agents for the future build strong relationships with customers, leverage technology to increase

efficiency, give back to their communities, and are dedicated to driving the whole independent agent channel forward. Learn about our [2019 national award winner, Paradiso Insurance](#), and our [2018 winner, Excalibur Insurance](#).

We're looking for agencies that are going above and beyond the status quo, so submissions will be judged on their degree of innovation, creativity and overall impact.

### **Why apply?**

- Get recognized as an innovative and excellent independent agency
- Receive a trophy and a \$5,000 donation in your agency's name to the nonprofit of your choice
- Get highlighted in a featured article on AgentForTheFuture.com

### **Things to have handy for the application:**

1. Your agency information – address, website link, social media accounts
2. Information on the nonprofit you want the \$5,000 donation to go toward
3. At least one photo (and up to three photos) of you and the team at your agency
4. Your agency's logo

### **Short Answer Questions:**

#### **In 200 words or less, describe a program or promotion that showcases how your agency is building deeper relationships with new and existing clients.**

Here are some examples to kick-start your answers:

- *You have a fantastic new client welcome kit that is wowing clients and generating a steady stream of online reviews.*
- *You have a client communication schedule that has resulted in an increase in client retention and an uplift in business.*
- *You invested in a modern agency management system that is changing how your team works.*

#### **You likely have a lot on your plate, and it can be hard to carve out time to market your agency. In 200 words or less, tell us about your approach to marketing your agency.**

Here are some examples to kick-start your answers:

- *You hired an in-house marketer that has increased your brand awareness and generated more leads for your agency.*
- *You use social media to deepen your client relationships.*
- *You use video blogging to answer commonly asked questions.*

**We know that independent agents are always looking for opportunities to better serve their clients and build true loyalty. In 100 words or less, describe what makes your agency's mix of insurance products and services a cut above the rest.**

Here are some examples to kick-start your answers:

- *You offer new products like Safeco RideSharing™ coverage or Safeco's RightTrack™ program for safe drivers.*
- *Your agency has a wealth management team offering a holistic range of services to complement your PL business.*
- *Your agency offers programs and services to help small businesses grow.*

**In 100 words or less, tell us about how your agency is evolving to meet the changing demands of consumers and employees.**

Here are some examples to kick-start your answers:

- *You extended your operating hours beyond traditional business hours.*
- *You offer information and customer service in a language other than English.*
- *You leverage carrier customer service centers to meet the increase need for 24/7, 365 customer support.*
- *You are evolving the roles of producer and CSR to better serve your customers.*
- *You developed a recruiting strategy to attract millennial employees.*

**We have talked about what you are doing today, now we want to hear about what is next for you and your agency. In 200 words or less, tell us about two or three things you will do to be an Agent for the Future – one who is not only thriving today but is also continuously evolving to take advantage of new opportunities.**

Here are some examples to kick-start your answers:

- *You have plans to invest in a cool tool to help automate some of your essential but repetitive tasks.*
- *You plan to start using Facebook Live to deepen your customer relationships.*
- *You have a plan to grow your business without compromising retention or service.*

**In 100 words or less, please provide a description of what the nonprofit does and the population they serve.**

Thank you for reviewing the **application guide**. Please complete the nomination at <https://regionalaftaward.surveyanalytics.com>