

Portland Insurance Agency

Consolidated Agency Plan

FY2008



vision

Within the next three years grow the Greater Portland Insurance Agency into a \$15 million agency system with three locations providing auto, property & casualty, life insurance and financial services to individuals, families and businesses that are concerned about being protected from the unpleasant and unexpected events of life.



mission

Prepare and Protect the Families and Businesses in our community!



objectives

- Increase total revenue from \$8 to \$10 million in FY2008.
- Add 2,000 new policies in 2008 generating \$1.2 million in incremental revenue.
- Increase average annual premium from \$500 to \$550.
- Increase client retention rate from 88.35% to 91%.
- Increase # of average appointments per agent from 1.9 to 5 per week by April 30th.
- Increase close rate from 25% to 50% by June 30th.
- Increase life insurance referrals from 2 to 5 per week per agent.
- Hire 5 new agents by April 1st, additional 7 new agents by October 1st.



strategies

- Become locally known for excellence in “family & business insurance solutions”.
- Build long term relationships w/ prominent bus. leaders - create consistent referral source.
- Maximize visibility by serving on community, non-profit, & professional boards.
- Mine existing client base for “A” clients; use seminar marketing system to find “B” clients.
- Strategic Mktg Alliances - align w/ CPA’s, attorneys, auto dealers, real estate professionals.
- Sell thru education; use computer presentations to assure consistent message delivery.
- Staffing - hire professionals, provide quality training, 1:1 mentoring, reward Winners.
- Streamline all internal support & admin functions thru effective & smart use of technology.



action plans

- Implement agent incentive reward plan Jan. 15, 2008.
- Kickoff new agent search/hire process Feb. 1st; Training to begin April 15th.
- Contribute 1 article/month to Oregonian & Portland Tribune newspapers beginning Feb. 1st.
- Develop strat. relationship/Coop mktg program w/ major CPA firm & Law firm beg. 5/1.
- Conduct Credit Union member estate planning workshops every 8 weeks starting July 1st.
- Launch “Help a Non-Profit” initiative Sept. 30th.
- Re-launch High School Financial Program Oct. 1st.
- Move to new Portland Financial Center Nov. 1st.