

STRATEGIC PARTNERSHIPS TO SERVE CLIENT'S BUSINESS CONTINUITY NEEDS



As a Property Casualty agency, you specialize in comprehensive risk management analysis and mitigation. But are you addressing every aspect of your clients' needs?

- What happens to your clients if their business continuation needs aren't properly funded?
- How could the loss of a key employee affect a company's revenue?
- What benefits are offered to employees?

You may not have the in-house expertise to address some of the more complex risks that can be managed through life insurance. Many agencies have found that creating a strategic partnership with a brokerage general life insurance agency can greatly benefit them by providing:

- a new revenue stream
- improved client retention resulting from additional lines of business
- no additional employee costs – all sales are done on a commission split
- access to more resources – case design specialists, in-house underwriters and attorneys
- professional sales support – you choose the level of involvement
- access to a variety of carriers and product lines – ability to pivot carriers for unique underwriting needs

“The obstacle has simply been having expertise ready and available at the time that the need comes up when we receive the request from the client. We've benefited from our partnership with The Cason Group by rounding out client relationships because anytime we can have a client think of us as full service and their partner when it comes to risk and insurance, we strengthen that client relationship.”

- Clay Snellings, Snellings Walters Insurance Agency.

Strategically partnering with a brokerage general life insurance agency can improve your clients' experience by providing lasting life insurance solutions, ultimately expanding their risk management profile. Brokerage general life insurance agencies are a full service, professional resource you can trust with your clients' needs. The Cincinnati Life Insurance Company can provide the opportunity to create these new strategic partnerships where it makes sense, ultimately enhancing the effectiveness of agencies by introducing cross-functional partnerships.

Improve client experience while rounding out your accounts.



Everything Insurance Should Be®

