

TRUSTED CHOICE®



All Big "I" members are Trusted Choice® agents. In a world full of millions of media messages each day, differentiating the services of independent agents and brokers to consumers is critical. Trusted Choice® is the national consumer branding program sponsored by the Big "I". Based on extensive consumer and industry research, Trusted Choice® highlights the value of the independent agent distribution channel: **choice, customization and advocacy.** Web access to tools, business intelligence, training, systems and services to build your brand and enhance online presence is all provided to Big "I" agents and carriers.

MARKETING REIMBURSEMENT PROGRAM (MRP): Receive partial reimbursement on agency brand products including business cards, web sites, t-shirts, outdoor signage, and more. Limited availability.

Claim your Trusted Choice® Agency Profile at www.trustedchoice.com/for-agents



PUBLICATIONS

Independent Agent (IA) Magazine

- The official publication of the Independent Insurance Agents & Brokers of America
- Uniquely positioned to bring readers news and analysis that they won't find elsewhere
- Original articles show how insurance industry news and trends affect you
- Available on your mobile device

IA News and Views: Weekly e-newsletter with updates on news and industry trends

Two for Tuesday: Weekly e-newsletter highlighting advantages of selected Big "I" Markets

Big "I" Advantage: Quarterly newsletter on utilizing and marketing advantage programs

GEMS from the Gem State:

- Periodic e-newsletter from IIABI's Meridian office
- Includes a valuable local classified service for "help wanted" and "buy/sell of agencies"



ABOUT US

The Independent Insurance Agents & Brokers of Idaho (IIABI) or Big "I" is an alliance of small business owners and their employees who sell all types of insurance. Member agencies throughout the state represent multiple insurance companies, thereby offering clients freedom of choice - freedom to choose coverages and companies for their auto, home, life, health, and commercial needs. In addition to the over 800 agency owners, producers, and employees of our regular agency membership, the IIABI enjoys the support of associate members, major insurance companies, and suppliers of the American Agency System.

IIABI is the Idaho arm of the Independent Insurance Agents & Brokers of America (IIABA). A member-driven organization established in 1924, the IIABI is led by an elected Board of Directors and active committees.

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Membership Benefits

WWW.IIABI.ORG 

BIG "I" ADVANTAGE PROGRAMS

Big "I" Professional Liability

- Access to our exclusive Professional Liability purchasing groups, Swiss Re and Fireman's Fund
- Most respected and comprehensive program in the business, offering a variety of hand-selected E&O products
- Comprehensive rates and a long-term market - properly positioned to meet your current and future agency needs

Big "I" Markets

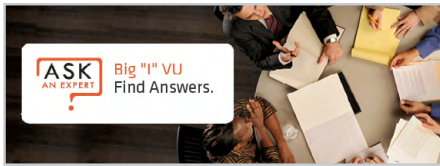
- Exclusively available to Big "I" members
- No registration fees or volume commitments and competitive commissions
- Features specialty/niche coverages and hard-to-find markets

Big "I" Retirement/Benefits

- Quality investments, administration, and support of your association
- Group Long Term Disability, Short Term Disability, and Term Life Insurance



AGENT DEVELOPMENT & RESOURCES



Virtual University (VU)

RESEARCH LIBRARY: A smarter way to research, the VU provides access to hundreds of insurance, business and technology articles written by volunteer faculty and other contributors. Technical insurance articles and white papers on issues affecting today's marketplace often include links to full sample ISO forms. Resources in the VU are limitless!

ASK AN EXPERT SERVICE: Sometimes you need answers to questions that can't be found in the Research Library. To help with these issues, we have assembled a faculty of leading experts from around the country to whom Big "I" Members can submit questions.

LEGISLATIVE ADVOCACY

Government Affairs & Idaho Registered Lobbyist

- IIABI is represented by our staff and lobbying firm at the statehouse during each Idaho Legislative Session
- IIABA National Government Affairs is the only insurance industry group named "Top 10" most effective lobbies in DC

INSURPAC

- Largest national P&C Political Action Committee (individual contributions only)

IDAPAC

- Largest independent agency PAC in Idaho (corporate contributions are allowed)

Legislative Conference

- Every spring, members of IIABI join IIABA's gathering in Washington, DC where hundreds of independent agents communicate our highest priorities to legislators



ADDITIONAL BENEFITS AVAILABLE

- DocuSign
- Continuing Ed
- Webinars
- ACSR National Designation
- Best Practices Study
- Virtual Risk Consultant (VRC)
- Business Resources/Group Discounts
- TRUSTCO Homeowners CAT
- Trusted Choice® Big "I" National Jr. Golf Championship
- Agents Council for Technology (ACT)
- InsurBanc
- Standalone Personal Umbrella Policy
- Big "I" Flood
- TrustedChoice.com
- Young Agent Programs & Benefits



Many other member benefits, resources, and links at WWW.IIABI.ORG > RESOURCES