

SMALL COMMERCIAL – FOR
AGENTS AND BROKERS

Making the most of industry and business association referrals



Getting involved in an association is a great way to tap into a network of potential customers.

From gaining valuable experience and becoming fluent in industry-relevant language to selling insurance solutions specific to your customers' industries, participating in an association can help build your agency's reputation as a knowledgeable insurance resource and help you build your book of business.

In fact, the 700 fastest-growing business lines agencies with more than \$500,000 in Liberty Mutual premium are growing at a staggering rate of 19% to 30% compared to the industry average of 0.03%.* And, in addition to client referrals, high-growth agents have ranked referrals from these associations as a top-three marketing practice that drives organic growth.



HOW CAN WE HELP?

At Liberty Mutual, we want to help you grow your business and create robust referral streams. That means we're here to help you:

- Find an industry or business association near you
- Use best practices to position yourself as the expert
- Create a marketing strategy to cultivate ongoing referrals

Get started today.



Want proof? Hear from our [top-growing agents](#) who are leveraging association memberships to grow their businesses.



Now that you're ready to dive in, [search for an association](#) based on your targeted customers and download our [expert tips](#) to build an association referral partnership.



If you have questions, contact agentprograms@libertymutual.com.

*"2019 Safeco and Liberty Mutual Agency Survey"

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