

SMALL COMMERCIAL – FOR  
AGENTS AND BROKERS

## Identifying the right industry or business association for you



Finding the right association to get involved with may seem challenging and overwhelming; however, the opportunity to cultivate new strategic relationships is worth the extra time and effort. In addition, many industry and business associations offer a range of resources, both online and offline, from conferences and networking events to education centers to help you sharpen your knowledge.

This initial list of associations will help you start exploring opportunities that may be a good fit for your business. Start your search by considering the type of customer you are targeting, the industry of interest, and the associations surrounding your community. Be specific in your research, and when you're ready, verify membership requirements and fees directly with the association. Remember, success requires patience. You must consistently network to build your association referral partnerships.



### Business Associations

- [Chamber of Commerce](#)
- [Business Network International \(BNI\)](#)
- [National Federation of Independent Business \(NFIB\)](#)



### Industry Associations

#### Contractors

- [Associated General Contractors of America \(AGC\)](#)
- [Associated Builders and Contractors \(ABC\)](#)
- [American Subcontractors Association \(ASA\)](#)

#### Hospitality

- [American Hotel & Lodging Association \(AHLA\)](#)

#### Manufacturing

- [National Association of Manufacturers \(NAM\)](#)
- [Association for Manufacturing Excellence](#)

#### Restaurants

- [National Restaurant Association](#)
- [Council of State Restaurant Associations \(CSRA\)](#)

#### Retail

- [National Retail Federation \(NRF\)](#)

### Think about who you know.

Review your personal network, including your customers. Identify the associations they participate in. Where do they go to get information about their industries or to meet other business owners? The relationships you already have make it easy to generate referrals. Use your current network to help develop relationships through local networking groups and industry events.

### Find the best option for your business.

There are many great associations out there that you can leverage to help build your book of business, learn about new industries and meet new people. If you have questions, contact [agentprograms@libertymutual.com](mailto:agentprograms@libertymutual.com).

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