



AGENCY PERPETUATION QUESTIONNAIRE

There are many things to consider when perpetuating your insurance agency. Time is of the essence as there are many moving parts and the planning and execution can take several years. Please use the following guide as both a checklist of things to get in order, and as a guide that will help facilitate discussions with your partners.

TRANSITION PLAN

- € How will each owner transition into retirement?
- € Who will handle their management responsibilities?
- € Who will handle their production responsibilities?
- € How much of each book of business will realistically need to be handled by:
 - A Producer
 - An Account Executive
 - The House
- € How long (years/months) will it take each to transition their responsibilities (management & production)?
- € Book of Business – what business will be assigned to each new owner?
 - How will this be determined?
- € Leadership – who will lead the agency after each departure?
- € Customer Relationships – how will they be transferred?
- € Carrier Relationships – how will they be transferred?
- € Communication Plan – how will the transition be explained to current customers?
- € Stock – which method?