

# BEST'S REVIEW® ISSUES & ANSWERS: CAREER DEVELOPMENT

Finding, training and educating people to handle demanding and sophisticated responsibilities is vital to tomorrow's insurance industry.



## Interviewed Inside:



*Jim Masiello*  
SIAA

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# SIAA's Road to Success

Jim Masiello of SIAA (Strategic Insurance Agency Alliance) said that when you see the numbers, it's pretty hard not to want to be part of an organization that is as stable as SIAA and that's been around for so long. "We're the granddaddy. We were out there before anybody with the multilevel partnering concept," he said. The following are excerpts of an interview.

## Why an agent would want to be an SIAA member:

The biggest reason is stability. We ended 2017 with \$7.1 billion of in-force premium, with over 6,700 member agents signed. That's a nice organization to be invited into. We provide significant additional compensation, local and national incentives, payable on a quarterly basis to increase an agent's cash flow. Our member agencies have the highest local commission tiers that our strategic partner companies offer, and that's irrespective of volume. They're coming in, and they're getting a top commission right from the start. What's more, member agencies have access to the very top competitive markets.

## How SIAA is helping member agents grow and develop:

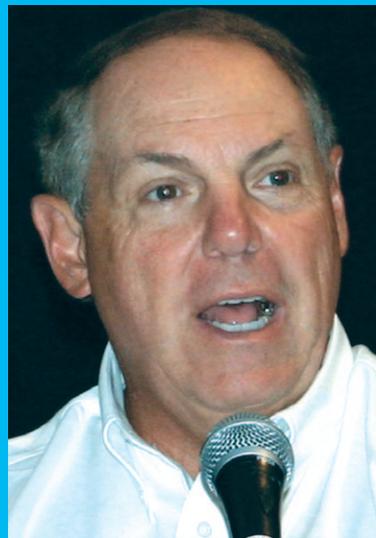
We have a very extensive training center teaching agents how they can grow their client base. We have A to Z turnkey training for those folks, and so far, we've signed over 4,000 former direct writers, agency producers, and exclusive agents. In addition to company access, they are drawn to the training support they receive here. We believe very strongly that the agent of the future will need to identify the areas they're comfortable writing, and then they're going to have to do target marketing, and account rounding through cross-selling. We preach that all the time and it's working. With everything we have available, once they join SIAA, their level of sophistication automatically rises, and they become more astute business people. We have 6,700 stories that say it works.

## The economy's impact on SIAA:

The economy has had very little, if any, impact on what we're doing, because year-over-year, we're up more and more. We continue to see significant growth. 2017 was our strongest year ever in appointing new member agencies with a total of 557. The prior year was our second best year-to-date, and that was 441. We've proven what we are and who we are, and we do it every day.



- Over 6,700 member agencies signed.
- Ninth consecutive year with more than 400 member agencies signed.
- 557 member agencies signed in 2017.
- Over \$7.1 billion of in-force premium.



"We accept about 1 in 10 qualifying agents, and the qualification due diligence process is pretty extensive. The aggregators, as usual, will process business from any agent."

## Jim Masiello

Founder, Chairman & CEO  
SIAA (Strategic Insurance Agency Alliance)

## The future of SIAA:

Our future is to keep doing what we're doing every day, and we do it really well. If you describe SIAA in one word, it's quality. That said, we want to improve all the time. Every day, we expect to do better than we did the day before, and that's the challenge at all levels of the business. We're not wandering outside of our models and our platform. We're staying right with it and trying to refine it to the extent that it's just incomparable. That's the future.