

EMBRACE Your INDEPENDENCE.

You've made the choice to build your agency on independence, but that doesn't mean you're alone. When you belong to the Big "I," we do some of the heavy lifting so you can focus on what's important—running your agency.

Build the Agency You Want.

BIG "I" PROFESSIONAL LIABILITY

Access the largest and most stable insurance agents E&O program in the nation. The Big "I" Professional Liability Program offers not just a policy, but a comprehensive program for insurance agents. We'll help you protect your greatest asset—your business.

BIG "I" RETIREMENT SERVICES

Use the Big "I" MEP 401(K), a multiple employer plan, to not only lower your costs but maximize service, consulting, education and more.

BIG "I" EMPLOYEE BENEFITS

Find full service group benefits for your agency including life, short-term and long-term disability, dental and vision.

CONTRACT REVIEWS

The Big "I" office of general counsel reviews agent/carrier contracts and provides guidance to members to help with carrier appointments.

AGENTS COUNCIL FOR TECHNOLOGY

The industry's leading technology experts provide blueprints on disaster planning, cyber security, customer experience and other emerging trends to help your agency.

Trusted Choice[®]

Only one brand unites more than 25,000 independent agency locations—Trusted Choice[®].

Together we reach more customers, so they understand the importance of using an independent agent for their insurance needs. Marketing is easier when you lean on our free customizable content and reimbursement program.

WEBSITE AND SOCIAL MEDIA HELP

Our Trusted Choice[®] brand experts will review your agency website and social media outlets and provide a formula to make them more user-friendly and increase traffic.

DIGITAL REFERRALS

TrustedChoice.com features all Big "I" members for FREE. And with 8 million consumer visits you'll want to customize your advantage profile for your lines of business and subscribe for exclusive referrals. Be where consumers turn to find independent agents.



Grow the Agency of Your Dreams.

BIG “I” MARKETS

Find more than 30 top-tier markets at your fingertips including affluent and standard homeowners, bonds, commercial auto, commercial package policies, community banks, cyber liability, flood, habitational, non-standard homeowners and real estate agents E&O. There are no fees, no volume commitments, and you own your expirations.

BEST PRACTICES

Our research helps agencies boost productivity and refine operations by benchmarking the nation’s top agencies in 6 different revenue categories. Our comparison tools and webinars will help your agency grow.

BIG “I” HIRES

Find and keep the right employees with Big “I” Hires. Download job descriptions and interview resources to help you hire a producer or CSR, or let our partner, Ideal Traits, recruit top candidates for you.

DIVERSITY COUNCIL

Prepare your agency to serve diverse markets through our research, education and resources. In 2020, the Big “I” will host the LevelUP Diversity and Inclusion Conference.

INVEST

How does the next generation learn about careers in insurance? InVEST. Tap into our free education materials and internship guide to attract young professionals to the industry and find your next employee.

YOUNG AGENTS

Our national and state young agent groups offer sales and leadership training and a network for newer employees and agency owners.

We’ll Help You Thrive.

INDEPENDENT AGENT MAGAZINE

The award-winning publication hits your desk monthly with insights, analysis and trends to help you work smarter and learn from your peers.

VIRTUAL UNIVERSITY RESEARCH LIBRARY

Find answers to tough insurance questions on the Virtual University, offering in-depth information on commercial and personal lines, certificates of insurance, life-health, forms and more.

ASK AN EXPERT

When you or your staff has a coverage question, where can you turn? Our 50 experts stand ready to answer your complex insurance questions.

LEGISLATIVE AND REGULATORY ADVOCACY

Recently, the Big “I” spearheaded tax relief for pass-through entities and C-corporations, saving money for independent agents everywhere. If you sell crop or flood insurance, know that the Big “I” team is on the front lines working to protect programs important to you and your clients.

BIG “I” LEGISLATIVE CONFERENCE

When you want facetime with legislators in Washington, the Big “I” makes it happen. Each spring, agents hold approximately 400 meetings with legislators and their staff, placing your issues front and center.

