

Inc. Power Partner



CATEGORY WINNER:
INSURANCE



PARTNERS WITH:
100+ CARRIERS



SERVING:
10,000+ AGENCIES



OPERATES ACROSS:
48 STATES

The Insurance Agency Network Helping Independent Agencies Grow

By providing access to top-rated carriers, training, and support, and an agent-friendly contract, Smart Choice helps independent agencies build their business.

SMARTCHOICEAGENTS.COM

Most business decisions come with a trade-off. Leave a large insurance carrier to start an independent agency, and you will gain autonomy but sacrifice infrastructure, support, and access to products. Create an independent agency from scratch, and you will have to learn how to run your own business and struggle to gain access to carriers. Smart Choice fills in those gaps. This Inc. Power Partner was founded on a simple premise: to provide independent agencies with the freedom to succeed.

"We believe in letting agents reach their full potential by providing market access and expertise," says Carol Drake, senior vice president, personal lines, at Smart Choice. She explains that many independent insurance agencies aren't writing enough policies to gain access to top-rated carriers on their own. Through Smart Choice, they gain access to more than 100 carriers and 300 products. They also get support from experienced field members while maintaining 100 percent ownership of their business, thanks to what may be the most agent-friendly contract in the industry.

The benefit of boots on the ground

Smart Choice local territory managers provide agency partners with training opportunities and local support. "The people that we have in the field are former agency owners themselves, or they've come from the carrier side. They really understand products, sales, and all the different things that are going to help these agents be successful," Drake explains.

These experts can help agencies grow their business and diversify revenue by expanding into new areas of insurance. Offering a wide range of products is not only good for business; it allows agencies to become full-service resources for their community, serving both personal and commercial clients.

Created by an independent agent

Smart Choice President Andrew Caldwell, notes the company has always understood the needs and aspirations of independent



→ Andrew Caldwell, president, Smart Choice

agencies because the company was founded by an independent agent: Smart Choice Chairman and CEO Doug Witcher. "I think that's why our contract is the most agent-friendly in the business," Caldwell says. "We don't charge a joining fee. We don't charge a monthly marketing fee. We have a commission cap where an agent makes 100 percent once they hit that number, and we share contingencies and bonuses. No other group is doing those four things."

The terms of the agreement are one year, whereas other networks require multiyear contracts, he says. Agents maintain 100 percent ownership of their business, so they can grow their way while accessing products, resources, and discounts they wouldn't have otherwise. "There's a reason we're the fastest-growing network," Caldwell says, "and it is because of our people in the field and because of our agent-friendly contract."