

The Mass Agent

MAIA's Official Newsletter

August 1, 2017

Gov't Affairs

LEGISLATIVE ACTION ALERT:

PLEASE CONTACT YOUR LOCAL LEGISLATORS TODAY AND URGE THEM TO SUPPORT H.3682, "AN ACT RELATIVE TO FAIR AND ACCURATE MOTOR VEHICLE INSURANCE QUOTES."

As you may have seen in [media accounts](#), in early July, MAIA testified at a hearing held by the Joint Committee on Financial Services, advocating for H.3682. This pro-consumer measure would require insurers who use driving history as a rating or underwriting factor for private passenger auto insurance to verify an applicant's driving history through a reliable third party database before providing a quote or accepting a down payment.

Independent insurance agents, like yourself, use this practice every day and we firmly believe that direct and online writers should be held to the same standard.

H.3682 is sponsored by Representative Michael Finn and has been assigned to the Joint Committee on Financial Services. **Please take action today** and urge Rep. Finn's colleagues to support of this important consumer protection legislation.

The letter provided can be modified for your use. We suggest sending an email and a printed version on your agency letterhead. The printed word and your hand-signed signature will stand-out against an overflowing email inbox.

Contact Your Legislators

MAIA SEEKS ADDITIONAL CONSUMER EXAMPLES

MAIA continues to review agent and consumer testimony related to H.3682. Real-life examples from agents and their clients are extremely effective in demonstrating the impact that these unfair practices have on everyday consumers and independent agents.

Keith Williams, a computer programmer from Centerville, Massachusetts shared his experience as a consumer soliciting a quote from the online provider Geico at the hearing on July 11th. His experience, ultimately resulted in a policy that was more than double the quoted premium and a higher rate than he had been paying previously. Williams cancelled the policy and was forced to seek different coverage.

If you have a client that has experienced a similar situation, we encourage you to share your story by contacting Nick Fyntrilakis directly at nfyntrilakis@massagent.com or 508-634-7352.

IN THIS ISSUE...

Gov't Affairs

Legislative Action Alert

MAIA Seeks Additional Consumer Examples

WC News

Updated DIA Assessment

AUTO NEWS

Private Passenger Residual Market Rate Filing Amended Eff. Date as of July 31, 2017

ACT. NEWS

ACT Security Issues Work Group Releases Agency Cyber Guide 1.0

MAIA NEWS

Consumer Advertising Campaign Update

Serve on the MAIA Board

NUMBER ONE NEWS

New Logo Announced

YAC NEWS

Legends Panel @ Gillette

Upcoming: Save the Dates

WAHVE NEWS

The Remote Potential

THANKS COMPANY PARTNERS

SUBMIT YOUR NEWS

WC News

UPDATED DIA ASSESSMENT

The Department of Industrial Accidents (DIA) Assessment rates effective July 1, 2017 have been announced.

Employer	Insured Assessment Rate	Self-Insured Assessment Rate	Group S.I. Assessment Rate
Private	0.0456	0.0454	0.0449
Private Opt-out	N/A	0.0161	0.0161

Refer to [Circular Letter #2319](#) for details which includes a list of both public and private employers that have exercised their right to opt-out of Trust Fund assessments.

Auto News

PRIVATE PASSENGER RESIDUAL MARKET RATE FILING AMENDED EFFECTIVE DATE AS OF JULY 31, 2017

CAR's rate proposal for the Massachusetts private passenger residual market was filed with the Division of Insurance on April 14, 2017, with an initial proposed effective date of October 1, 2017 with a proposed overall rate level increase of 9.9%.

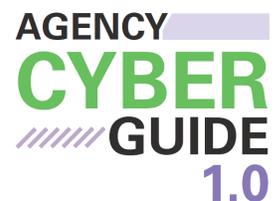
As the filing remains under review by the Division of Insurance, the proposed effective date has been amended to December 1, 2017 in order to allow companies appropriate lead time to implement the revised rates. Note that final rates will be posted to [CAR's website](#) when they are placed on file by the Division of Insurance. Refer to the [CAR Bulletin No. 1037](#) for further information.

ACT. News

ACT SECURITY ISSUES WORK GROUP RELEASES AGENCY CYBER GUIDE 1.0

Handling sensitive information is now one of the most critical responsibilities faced by the modern insurance agency.

Independent insurance agents & brokers deal with sensitive client information every day. Consumers must disclose confidential personal information during routine insurance transactions. This puts the burden on agents and brokers to properly collect and protect this information. Complying with state and federal regulations, as well as adhering to customer service best practice standards, should be a top-priority for every agent.



This is why the Agents Council for Technology (ACT) in cooperation with independent agent distribution entities has created the [Agency Cyber Guide 1.0](#), which is free to all Big "I" members. The tool includes a list of the major Federal and State regulations with clear descriptions and resources to address each one. Some of these resources are free through ACT and other entities while some are at cost to the agency.

ACT envisions this tool is to be a point-in-time "best practices" resource. Given the swift nature of change in technology and the increasing sophistication of cybercrime, this tool will be updated on a periodic basis.



**WORKERS' COMP
MARKETS**

MAIA News

CONSUMER ADVERTISING CAMPAIGN UPDATE

MAIA's new consumer advertising campaign - *LIVE BOLDLY. Prepare Accordingly.* - is on track to launch immediately after Labor Day weekend. The final touches on the pieces you'll see on the web in this all-digital campaign (the in-market creative) are being made while the video and audio spots are being cast and edited.

As the launch date gets closer, we want to remind members that you have the [opportunity to be involved in the campaign](#) at no cost. Each agency location can have a listing on "The Independent Agent Finder" which will help consumers connect with a Massachusetts independent insurance agent. Since May, we have been encouraging all MAIA member agencies to complete a "BOLD Profile" and take advantage of this listing.

Members with completed profiles, will soon have access to view and edit their profiles as well see any leads generated by the campaign on a private "Agent Dashboard". This feature is currently being tested and will roll out soon.

Excitement grows as we approach the campaign launch date! Please make sure that you're involved in the campaign by having your agency's profile completed today. For additional information, have questions about the campaign or how to complete a profile, please call or email Melissa Murphy at mmurphy@massagent.com or 508-634-7363.

NOW TAKING NOMINATIONS - SERVE ON THE BOARD OF DIRECTORS

MAIA is currently seeking candidates who to serve on its Board of Directors in 2018. Agents who serve as Directors provide leadership to the independent agent community and help to set the direction and course of the Association. Serving on the Board is an excellent opportunity to give back to the industry.

Directors are elected to serve a 3-year term, are expected to make regular meetings throughout the fiscal year and must be a licensed insurance agent or broker in the Commonwealth of Massachusetts. Induction to the Board will take place during MAIA's Annual Meeting on Friday, October 27, 2017 during The Big Event.

For additional information about serving or to submit a formal request to the Nominating Committee, please contact [Nick Fyntrilakis](#) by email or speak with him directly at 508-634-7352.

Number One News

NUMBER ONE INSURANCE AGENCY ANNOUNCES NEW LOGO

MAIA is excited to unveil a new logo for the Number One Insurance Agency, Inc. The logo change, which updates the Number One branding to a more modern look and feel, is directly related to the upcoming renovation to massagent.com website and is scheduled for completion early this fall. The new logo, which was created by MAIA staff-member, Hannah Daly, will begin to be used immediately.

Aligned with the mission of MAIA, the Number One Insurance Agency, Inc. is the leader in the Agent's E&O market in Massachusetts and provides several niche retail markets as a benefit of membership. A team of experienced in-house staff, along with key carrier partners, assist and service the members of MAIA with top-tier insurance offerings both for your agency and for your clients. More information about each product offering [can be found here](#).



YAC News

YAC TO HOST "LEGENDS PANEL" AT GILLETTE STADIUM

You are invited to join MAIA's Young Agents Committee and Plymouth Rock Assurance at Gillette Stadium on August 16th for a lively panel discussion and afterhours event, **"What Successful Agents are Doing Today & Tomorrow"**.

Panelists:

Allan Egbert of Ask Kodiak
 Glen Davis of Renaissance Alliance
 Ray Gallant of Gallant Insurance
 Ben Cavallo of C&S Insurance
 Steven Gilmore, Jr of ServiceMaster by Gilmore

You'll hear what successful agents are doing today (what works and what doesn't) current industry trends and where these industry leaders see the future going.

Space is limited to 100 attendees and RSVP is required. Please RSVP to Hannah Daly at Hdaly@massagent.com.

An after-hours networking event will take place immediately following the panel session at *Howl at the Moon in Patriot Place*, Sponsored by Service Master by Gilmore.

UPCOMING FOR YOUNG AGENTS

SAVE THE DATES

Networking after-hours at Tia's by the Waterfront in Boston on September 28, 2017 (*sponsored by Concord Group*)
 Nominate your choice for the 2017 *Young Agent of the Year*. Nominations open August 18th.
 YAC will host the Rockin' Welcome Reception at The Big Event Annual Conference & Trade Show on Thursday, October 26th.
 Wine & Wishes - annual fundraising night for Make-a-Wish MA/RI - Friday, October 27th.



WAHVE News

THE REMOTE POTENTIAL by Sharon Emek, Ph.D.

Since 2012, the number of companies with the majority of their employees working remotely has increased to over 50%, says the US Department of Labor. According to a Gallup poll, 43% of the 15,000 employed Americans asked, spent at least some time working remotely in 2016.

That statistic prompted 15Five, an employee feedback and engagement software provider, to ask 500 managers, supervisors and executives about their own experiences and observations with remote workers. The news was similar: those surveyed said that productivity and performance improved for 21% of the 500 companies surveyed.

So what does this mean for the insurance industry? Can an agency in a small Midwestern town really see the same results from remote workers as a large insurer in the Boston area?

The answer, of course, is yes! Moreover, your small agency may also gain a competitive advantage. That's because remote workers can be assigned those tasks that your current in-house staff handles, freeing their schedules for more customer service, marketing, and sales-related efforts.

The Productivity Myth - Yet many companies (agencies and insurers included) still hold on to the notion that remote workers are less productive than the 9-to-5 employee. Yet the 15Five survey shows otherwise: 21% of respondents have seen an improvement in both productivity and performance coming from their remote workers. Just ask remote employees. According to a survey from employee engagement firm TINYpulse, 91% of remote workers say they "get more work done when working remotely." And remote

workers are actively engaged; 63% of employers are reporting being more engaged and communicative with remote employees than with in-house staff.

In fact, for the insurance industry, the benefits are impressive.

- **A growing remote workforce:** A recent Gallup survey shows that 47% of workers in insurance, finance and real estate work remotely at least some of the time, up from 39% in 2012.
- **Right-fit workers:** According to 15Five, 19% of employers surveyed say they chose remote workers because they were able to gain access to the best candidates regardless of geographic location.
- **Better in-house productivity:** By engaging remote workers for daily tasks, or to augment various departments, such as underwriting, certs, or policy issuance, you're able to free your staff's time to focus on business growth strategies, sales, marketing, or customer service improvements.

Finding a Great Remote Worker - Yet where can you find remote workers who have insurance industry-specific skills? That has proven to be one of the bigger reasons why the insurance industry has been slow to engage remote workers. Traditional staffing firms don't often have insurance talent at the ready, let alone workers with the exact skills you seek.

But there's another option to traditional staffing solutions. WAHVE engages veteran insurance pros – we call them pretirees – and matches their skills to your company's needs. Pretirees are looking to remain active in the industry, yet may no longer want or need a full-time career. Or they may want to shift gears and work in a niche area.

We've found our remote workers to be actively engaged in the work, and happy to continue serving the industry where they spent their careers. They want to use their knowledge and maintain relevance, even as they transition into retirement.

That's a benefit to employing remote workers that no other industry has right now, and it's one that can deliver quite a powerful return on your investment. Remote workers with the exact skills you need who can enhance your staff's productivity and improve your competitive advantage? That's money in the bank.

To learn more about how a remote worker can help you and your staff get more done, contact WAHVE at 646-807-4372 or visit WAHVE.com.



Thank You Company Partners 2017 for supporting MAIA's mission to strengthen and elevate the independent insurance agents of Massachusetts. We appreciate your generous support.

DIAMOND PARTNERS



PLATINUM PARTNERS



GOLD PARTNERS



91 Cedar Street, Milford, MA 01757
508-634-2900 • 800-742-6363
massagent.com®

inquiries to Melissa Murphy • mmurphy@massagent.com