MAIA News:  
Meet Your New Board of Directors ...  

Members present at the MAIA Annual Meeting, held during The BIG Event, elected the new MAIA Officers and Directors.

Chairman of the Board  
Richard A. Perras is President of Finck & Perrins Insurance Agency, Inc. in Easthampton.

Vice Chairman  
Raymond Sirois, AAI, is Personal Lines Manager at Martini Insurance Agency, Inc. in Woburn.

State National Director  
Joseph P. Leahy is President of Leahy & Brown Insurance and Realty in Springfield.

Chairman-Elect  
Thomas F. Skelly, Jr., CIC, LIA, is Vice President of Sales and Operations of Deland Gibson Insurance Associates in Wellesley.

Secretary-Treasurer  
G. Lee Gaudette, III, CPCU, AAI, is President of Gaudette Insurance Agency, Inc. in Whitinsville.

Immediate Past Chairman  
Raymond D. Gallant is President of Gallant Insurance Agency, Inc. in Acton and L.F. Robbins Insurance Agency in Pepperill and Townsend.

Directors  
Beth Sylvia Caldwell, CIC, is Chief Operating Officer of Sylvia & Company Insurance Agency, Inc. in Dartmouth.

Ben Cavallo is Owner of C&S Insurance Agency, Inc. in Mansfield.

Glen E. Davis, CIC, is Senior Vice President of Provider Insurance Group, Inc. in Needham.

Joan DeCoste, CPCU, CIC, LIA, is Co-owner of Walter May Insurance Agency, Inc. in Hingham.
Happy Holidays to All!

The MAIA Officers, Directors and Staff wish you and your family a happy holiday season. The MAIA Offices will observe the following holiday hours ...

December 20, 2012 - MAIA will close at 12:30 PM for Staff Holiday Luncheon
December 24 & 25, 2012 - MAIA will be closed.
December 26, 2012 - December 31, 2012 - MAIA will reopen at 10 AM
December 31, 2012 - January 1, 2012 - MAIA will close at 2 PM
January 2, 2012 - MAIA will be closed

These members of the independent agency community are your elected representatives on the MAIA Board of Directors. Please feel free to contact the Board member in your area if there is an issue you would like the MAIA Board to discuss, or you can contact the MAIA staff with your questions or comments. You can call the MAIA offices at 800.972.9312 or 508.634.2900 or email us at info@massagent.com.
This Is Not Your Father’s Sales Funnel

written by Dave Wencel

Success in the insurance industry is all about establishing a passion for serving others and professional development that sets you apart from the pack. It’s about showing your expertise, integrity and community. It’s about being the best at networking and working to get your name out there. In a nutshell, good agents effectively create their own brands that separate them from the rest of the field and create strong connections to their clients and personal contacts.

So what does your professional brand look like? If you haven’t done it before or recently, now might be a good time to analyze your brand using the 4 Ps of marketing: Product, Price, Place and Promotion.

- **Product** – What do you bring to the table that others do not? This goes way beyond just the specific insurance products you offer. What’s your reputation in the community? Which organizations and civic groups are you actively involved in? Who are your core constituents?

- **Price** – How does your insurance product mix match in price against the competition? With this in mind, are you targeting the right audiences for the products you are offering? Are there business niches out there that you have not tapped?

- **Place** – What geographic market do you serve? Identify your most important spheres of influence. In today’s digital world, “place” can mean something different than in the past. “Place” can also reference our connection to others in online communities.

- **Promotion** – Is your message connecting with your core constituents, or are you getting lost in the clutter? In today’s digital world it can be confusing how to tap into the myriad of communication channels: TV, print, radio, Internet, texting, social media, email, etc. Whereas in the past only big companies could compete in traditional paid media like TV, print and radio, today even the smallest agent/agency can leverage into new media channels to build their brand and stand out with their personal network.

Traditional business sales/marketing used the concept of a sales funnel:

This old sales approach followed a process dictated by a salesperson or sales force. It took a consumer on a single path from lead generation to close and that’s where the process ended.

New modes of communication have upended the traditional approach to sales and marketing. Today’s consumer is taking control of the process through a buyer’s “journey." Through the myriad of social media channels like Facebook, blogs, Twitter and specialized consumer review sites, consumers can readily share their experiences. According to David Edelman, a partner and leading digital marketing strategist at McKinsey, today’s consumer follows a more complex path that goes through and beyond purchase. He calls it the “Consumer Decision Journey.”

This image depicts the new consumer buying process as an ongoing cycle. No longer do consumers go into a company’s sales process and emerge at the end as a sale. Rather, they make a purchase and then circle back by sharing their experience and advocacy. The process continues over and over. Consumers collaborate with their peers in online forums to help them make important buying decisions. Perhaps even more important is that in this new process, the initial “consideration” by prospects begins with the “advocates.” Consideration by consumers can be altogether lost if the brand does not have strong partisans to “advocate” for them.

**Build Advocates with Project CAP’s Agency Social Media Program**

To be successful in this new buying process insurance agents are going to have to develop their own strong brands and networks of advocates. Being in touch with your network of clients and contacts is going to be evermore important in today’s digital world. A person’s next buying decision for insurance may very well be initiated by references they get from others via Facebook, Twitter or email.
At Project CAP we created our new Agency Social Media program that capitalizes on the concept of creating an ongoing process of engagement and advocacy for insurance professionals by their core clientele and champions. In Project CAP’s Agency Social Media program, individual insurance professionals go beyond traditional marketing by the agency to tap into personal networks. They elicit positive reviews that enhance the brand equity for both themselves and the agency as a whole. Project CAP’s Agency Social Media program is a powerful system that ultimately creates online advocacy of your community network and results in new business.

If you would like to learn more about how social media can help build your online presence and strengthen your network contact Project CAP. We’d love to show you how building your brand can enhance your bottom line.

**Comp. Corner:**

**Reminder: Mandatory Use of Online Assigned Risk (OAR) for Producers ...**

Effective January 1, 2013, the WCRIBMA will be requiring all producers to use OAR when submitting a Massachusetts Workers’ Compensation Assigned Risk Pool (MWCARP) application to the WCRIBMA. Any producer that submits a MWCARP application using the hard copy (mail, walk-in, or third party delivery) application process after January 1, 2013 may be subject to a processing fee reflecting the additional cost to the WCRIB in handling paper applications.

OAR is a web-based software application that allows producers to submit applications for workers’ compensation insurance coverage through the WCRIBMA’s website to the MWCARP. To submit an application through OAR, a producer must be a registered member of the WCRIBMA’s website Members Area. A copy of the Group Administrator Online Assigned Risk Application and Instructions are available on [massagent.com](http://massagent.com). Also, it is essential that the Producer have access to a scanner in order to attach required documents to the OAR application.

Currently, the WCRIBMA receives more than 70% of the MWCARP applications electronically through their OAR product. OAR has proven to be a more efficient means for producers to establish workers’ compensation coverage for employers that aren’t able to purchase coverage in the voluntary market.

A copy of the OAR user guide is available by clicking [here](http://massagent.com). The user guide provides detailed step by step instructions on the use of OAR. The WCRIBMA will work directly with any producer that requests assistance to prepare them for using OAR in an effort to reduce any confusion or delays that may come about as they begin to use the OAR product. Although the WCRIBMA has provided ample advance notice, it is highly recommended that producers begin the process of converting to OAR immediately in order to become self-sufficient in the use of OAR before January 1, 2013.

If you have any questions on the use of OAR or any other matter touched on here, please contact either Buffy Bush at (617) 646-7508 or [bbush@wcrbima.org](mailto:bbush@wcrbima.org), Mary Travers at (617) 646-7582 or [mtravers@wcrbima.org](mailto:mtravers@wcrbima.org), or Daniel Crowley at (617) 646-7594 or [dcrowley@wcrbima.org](mailto:dcrowley@wcrbima.org) who will be glad to assist.

**DOI News:**

**DOI Agrees to Look Into Possible Use of Credit by Progressive ...**

In the September 13, 2012 edition of The Massachusetts Agent, we reported that MAIA had asked the Division of Insurance (DOI) to investigate two private automobile insurance quote documents — one each from Liberty Mutual and Allstate — which contained evidence that the quoting companies used credit to underwrite and/or rate the consumer, in violation of Massachusetts law and regulation.

While we have not heard the outcome of the investigation of these two complaints, we have submitted a third complaint regarding this practice -- this time against Progressive. According to the information provided by an agent and her client, near the end of the quoting process in a section entitled “Policy Forms Authorization,” the following statements appear:

**Policy Forms Authorization**

Would you like to sign your policy forms online?  
- Yes (recommended)  
- No

What signing online means to me

You will be authorizing your policy forms online.

Selecting “Yes” above and entering your Social Security number constitutes your written instructions for Progressive to obtain information from your credit report for the purpose of confirming your identity. This will not affect your credit rating in any way.

To insure and protect your identity, we will validate the number you provide against the information available in your credit history file.

Social Security Number:  _____ -  ____ - ______

Shortly after filing the complaint -- with the consent of the agent AND the consumer -- we heard from the DOI indicating that they would review the materials we supplied.
### More MAIA News:

**Latest Scoop on Personal Auto Filings ...**

Here is the latest information on private passenger auto insurance filings placed on file with the Division of Insurance:

<table>
<thead>
<tr>
<th>Company</th>
<th>Effective Date</th>
<th>Impact</th>
<th>Brief Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allstate</td>
<td>10/08/12 New</td>
<td>+8.5%</td>
<td>• Revised Base Rates&lt;br&gt;• Revised Future Effective Date Discount Factors&lt;br&gt;• Revised Factors for one Merit Point</td>
</tr>
<tr>
<td></td>
<td>11/22/12 - Renewal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AIG/Chartis</td>
<td>06/06/12</td>
<td>0%</td>
<td>• Rule 13. Installation Payment Plan</td>
</tr>
<tr>
<td>Arbella</td>
<td>10/01/12</td>
<td>0%</td>
<td>Groups</td>
</tr>
<tr>
<td>Bankers Standard</td>
<td>12/01/12 - New</td>
<td>0%</td>
<td>Complete Producers Manual Forms:&lt;br&gt;• AUTO413 ACE 1212 MA Auto Endorsement&lt;br&gt;• AUTOS88 ACE 1212 MA PIP Coverage Endorsement&lt;br&gt;• AUTOS19 ACE 1212 MA Collision Coverage Waiver of Deductible Endorsement&lt;br&gt;• ALL200887 1212 ACE Producer Compensation Practices and Policies</td>
</tr>
<tr>
<td></td>
<td>02/01/13 - Renewal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commerce</td>
<td>10/01/12</td>
<td>0%</td>
<td>Groups</td>
</tr>
<tr>
<td>Farm Family</td>
<td>11/01/12</td>
<td>0%</td>
<td>Billing</td>
</tr>
<tr>
<td>Fireman's Fund</td>
<td>09/01/12 New</td>
<td>0%</td>
<td>New Endorsement: The Prestige Auto Premier (102173 08-12 MA) this is an Optional coverage to Rule 35. Prestige Auto Premier is an optional endorsement that provides the following package of coverages:&lt;br&gt;• ValueLock® Protection Coverage&lt;br&gt;• Worldwide Liability and Extended Non-Owned Auto Coverage&lt;br&gt;• Pet Coverage&lt;br&gt;• Carjacking Coverage&lt;br&gt;• Transportation Expenses / Coverage for Rental Cars&lt;br&gt;• Coverage for Vehicle Modifications for the Disabled&lt;br&gt;• Coverage for Trip Interruption and Emergency Living Expenses&lt;br&gt;• Vehicle Identity Theft / Fraudulent Title Coverage&lt;br&gt;• Coverage for Electronic Equipment&lt;br&gt;• Customized Equipment Coverage&lt;br&gt;• Auto Loan/Lease Coverage&lt;br&gt;• Original Equipment Manufacturer Parts Coverage&lt;br&gt;• Waiver of Deductible&lt;br&gt;• Replacement Auto Search Assistance&lt;br&gt;• Coverage for Permanently Installed Telephones&lt;br&gt;• Coverage for Audio Tapes, Compact Discs, and Other Media&lt;br&gt;• Towing and Emergency Road Service Labor Costs Coverage&lt;br&gt;• Coverage for Keys&lt;br&gt;• Coverage for Accidental Deployment of an Airbag Endorsement 102173 MA must be attached to the policy for this package to apply. A Prestige Auto Premier policy with autos insured for liability coverage only will receive the Single Car account Rate. Only the Worldwide Liability, Extended Non-Owned Coverage, and Carjacking Coverage will apply in this situation. A Prestige Auto Premier policy with two or more vehicles with coverage for Comprehensive (Part 9) coverage will receive the Multi-Car Account Rate. Single and Multi-Car rates are displayed on the miscellaneous coverages and vehicles page.</td>
</tr>
</tbody>
</table>
| Fireman’s Fund | continued from page 5 | A. Additional Coverage Requirements  
1. Additional autos on the policy must carry Part 5. Optional Bodily Injury to Others coverage with a minimum of $100,000/300,000 Limits.  
2. This endorsement does not apply to policies where any auto on the policy has Part 7. Limited Collision coverage  
B. ValueLock Additional Coverage Amount  
1. An additional coverage amount above the market value as determined by the Company may be written to recognize exceptional vehicle condition.  
2. Charge an annual rate of $10.00 per thousand dollars of coverage or fraction thereof, in excess of the ValueLock amount.  
C. General Rules that do not apply to Prestige Auto Premier:  
1. Rule 2 - Coverages and Limits, Optional Insurance Coverages, Part 9 Comprehensive, $100 Glass Deductible  
2. Rule 17 - Substitute Transportation  
3. Rule 33 - Towing and Labor  
4. Rule 41 - Stated Amount Coverage  
5. Rule 45 - Agreed Amount Coverage  
6. Rule 47 - Customized Vans and Pickups  
7. Rule 48 - Original Equipment Manufacturer Parts Coverage  
8. Rule 50 - Use of Other Automobiles  
D. Other endorsements that should not be used if the Prestige Auto Premier endorsement is purchased:  
1. Agreed Amount – Comprehensive (MPY-0034-S Ed. 04-08)  
2. Coverage for Customized Vans and Pickups (MPY-0037-S Ed. 04-08)  
3. Excess Electronic Equipment Coverage (MPY-0041-S Ed. 04-08)  
4. Original Equipment Manufacturer Parts Cov. (MPY-0040-S Ed. 04-08)  
5. Stated Amount Coverage (MPY-0027-S Ed. 04-08)  
6. Use of Other Autos – Vehicles Furnished (MPY-0051-S Ed. 04-08) Or Available for Regular Use  
7. Waiver of Deductible (MPY-0016-S Ed. 04-08)  
| Misc. Coverage for Vehicles  
| 12/01/12 | 0% | Forms: Coverage Selections Page – now shows Prestige Auto Premier Endorsement; Future Effective Date Discount; Portfolio Credit discount.  
| 04/01/13 - New  
05/05/13 - Renewal | +3.0% | Auto Rating Tier being introduced in Rule 26  
 Model Year Update to Rule 20  
 TOC  
 Rule 11. Premium Calculation  
 Rule 26. Auto Rating Tier  
 Rule 44. Motorcycles Motorscooters, Mopeds and Similar Motor Vehicles  
 Index  
| Foremost | 11/01/12 | 0% | RV Declarations & TOC  
| GEICO | 10/18/12 - New  
12/03/12 - Renewal | 0% | Base Transition Factors  
 Rule PPA.P.01 - Added Bounced Checks/Insufficient Funds |
<table>
<thead>
<tr>
<th>Company</th>
<th>Effective Date</th>
<th>Date</th>
<th>Rate Change</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEICO</td>
<td>12/26/12</td>
<td>01/24/13</td>
<td>+2.0%</td>
<td>• Rate Change varies by territory. Territorial definitions are revised to split five existing territories into more refined territories</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Emergency Road Service a multi-car discount is proposed in addition to revised vehicle agent and coverage limit factors.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Modifying base rate transition factors</td>
</tr>
<tr>
<td>Hanover</td>
<td>12/01/12</td>
<td>01/15/13</td>
<td>+6.9%</td>
<td>Adopted without alterations the rate symbol assignments that are currently on file with the DOI as follows:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• ISO Circular SY-AA=2012-013 and SY-AA-2012-016</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LPMP Circular LP-AA-2012-007 AND LP-AA-2012-005</td>
</tr>
<tr>
<td>Liberty</td>
<td>10/01/12</td>
<td>01/01/13</td>
<td>0%</td>
<td>Groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Groups</td>
</tr>
<tr>
<td>Plymouth Rock</td>
<td>11/07/12</td>
<td>01/01/13</td>
<td>0%</td>
<td>Groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>+2.9%</td>
<td>Groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Base Rates for Parts 1, 2, 3, 4, 5, 6, 7, 9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Residual Market Load Table</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Removed language from Moorcyle Rates</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• New Rule 27. Tenure with Prior Carrier</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Because of new Rule 27 the following Rule numbers have changed:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Rule 27 is Now Rule 28</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Rule 28 is now Rule 29</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Rule 29 is now Rule 30</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Rule 30 is now Rule 31</td>
</tr>
<tr>
<td>Quincy Mutual</td>
<td>02/01/13</td>
<td>01/15/13</td>
<td>0%</td>
<td>Groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Complete Manual</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• New Rule 26.4: Vehicle History Scoring</td>
</tr>
</tbody>
</table>

If you have any questions about the filings listed above, feel free to contact Donna McKenna (dmckenna@massagent.com) or Kathy Cormier (kcormier@massagent.com). You should also know that all filings are posted on under Publications - Company Filings in the members-only section of massagent.com.