

6 Super Easy Ways to Grow Your Agency

Over the years, we have worked with several agents determined to start an agency. Part of what Agent Pipeline offers is guidance, support and direction in how to obtain the goal of agency growth. After watching single agents transform their dream into a reality, we have taken their success stories and created a template for agency building. Here are six super easy ways to grow your agency.

1 Hire the right people. First and foremost, hire the right employees. This is the ultimate first step in an agency's growth process! Look for people who can do what you can't do and allow the skills of individuals to compliment each other. Hire determined individuals who are excited about the opportunity to grow with you.

3 Invest in technology and marketing. With each passing year, technology becomes more important to business and individuals. Social Media has taken over in marketing businesses. When people hear about a business, they immediately look them up on Facebook or Google. Get up to date with the times and create social media accounts for advertising your brand and your agency.

5 Enlist the help of your current clients. Your current clients are the best advertisement available. Have them share the directions of your new location, or share job postings. Create a referral program and offer tickets to the local theatre or a dinner for two.

2 Network! Other small-businesses are making their dreams come true too; why not help one another by sharing leads? Reciprocation is the name of the game, develop a referral stream between additional product lines. Also, consider partnering with other agents to increase opportunity with products within your agency.

4 Location. Finding an office on the busiest street of town sounds great but there are many important factors to consider. Do you have sufficient parking for your clients, especially during normal business hours? Is it easy to find when giving directions to prospective clients?

6 Offer the right products. Providing your clients and prospects with the right products is the most imperative piece in growing your agency. Partner with other producers involved with different lines, or work with an IMO, FMO—to learn more about expanding your lines.

Contact Agent Pipeline today
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