



Sept. 2015 IIAV Young Agents' Newsletter:

## IIAV's Young Agents Conference is Next Month

### 4 Steps to Finding Your Agency

#### Niche

by Brent Kelly

Creating a niche to grow your book of business isn't a new idea, but independent insurance agents are often unsure where to start.

Tie these four components together to become an industry leader in a niche you love:

#### 1) Passion

Passion for a specific industry or type of coverage is how most agents begin the process of discovering their niche. To discover what you're passionate about, ask yourself a few questions:

### Upcoming Classes

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Sign up for classes and events online at [www.iiav.com](http://www.iiav.com)

To register at member prices, you MUST enter your member ID and password. If you do not have this information, please call IIAV at 804-747-9300.

### MONTHLY QUOTE

"A good snapshot stops a moment from running away."

~ Eudora Welty, *American author*



## ANNOUNCEMENTS

If you have any announcements

please email:

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## 3 Reasons You Should Never Insure a Classic Car with a

### PAP

by Jacquelyn Connelly

If you're insuring a classic car under a standard personal auto policy, you're not alone-it's a common tactic among independent agents who are doing everything they can to place auto coverage efficiently.

But unfortunately, you're also doing it wrong.

"I understand the daily life of an agent and how they're working to grow their businesses," says McKeel Hagerty, president & CEO of Hagerty. "Very often when it comes to a collector car, it's just easier to keep all cars in a household on a package policy. You might even have some advantages from a compensation standpoint."

[READ FULL ARTICLE  
HERE](#)

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## How to Set-Up Google Analytics in Two Quick Steps

by Sydney Roe



Google  
Analytics

**Do you have a website?** Perfect.

Then you should have *Google Analytics*.

**Why?** So you're not driving blind.

A website without analytics is literally like driving to your friend's house in the dark without headlights. You don't know where your turns are or which roads have less potholes.

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MORE](#)

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# IIAV's Young Agents Conference is Next Month

IIAV's Young Agents Conference is taking place on **October 8 & 9** at the **Downtown Omni** in *Richmond, VA*. This year's event will feature sessions on errors and omissions and attracting the modern insurance consumer.

On Thursday morning, you will have the chance to take part in an **E&O Mock Trial** with IIAV's General Counsel, *Doug Palais, Esq., J.D.*, Vandeventer Black LLP, and *Richard Lund, J.D.*, Vice President of Corporate Solutions, Westport Insurance Corp. That afternoon, we will switch into our marketing gear with "**Stand Out: How to Attract the Modern Insurance Consumer**", presented by *Ryan Hanley*, Digital Marketing Lead, TrustedChoice.com.

There will be plenty of time for networking as well. You won't want to miss the trade show on Thursday afternoon or the networking dinner where the Young Agents' award ceremony will take place. This year we have added a new award too: **IIAV Young Agents' Committee Person of the Year** to go along with **IIAV Young Agent of the Year**.

So make sure you register today for this great event!

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## **BECOME AN EXHIBITOR HERE!**

\* If you would like to become a sponsor or exhibitor for this event or if you have any questions please contact Kristina Preisner, [kpreisner@iiav.com](mailto:kpreisner@iiav.com)

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## Save the Date: IIAV Holiday Social

Mark your calendar for IIAV's Annual Holiday Party hosted by the **Young Agents' Committee** on *Thursday, December 3*. Come celebrate the holiday season with colleagues, co-workers, and friends while saying thank you to our industry partners.

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