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October 2026

IIAV NEWS

NEW MEMBERS – OCTOBER

ASSOCIATES:

- Frankenmuth Insurance | Frankenmuth, MI
- Tech Tammina LLC | Chantilly, VA

AGENCY:

- Boyette Insurance Agency | Ashland, VA
- Brightview Insurance Agency | North Chesterfield, VA

2026 Young Agents Conference Recap

Thank you to everyone who joined us in Charlottesville for the 2026 Young Agents Conference! From educational sessions and networking opportunities to the tradeshow and social events, the conference highlighted the strength and future of Virginia's independent insurance community.

Congratulations to **Will Absher of Campbell Insurance**, recipient of the **2026 Young Agent of the Year Award**. This honor recognizes his leadership, professionalism, and commitment to the independent agency system.

We also extend our sincere appreciation to our presenters, exhibitors, sponsors, and attendees for helping make this year's event a success.

Conference photos are now available on our website. We invite you to relive the memories and share your favorite moments with colleagues and friends.

We look forward to seeing you at future Young Agents events!

[Learn More](#)

Six Reasons to Complete a Valuation of Your Agency Annually

For many agency owners, the business is their largest financial asset, yet they often go years without understanding how their decisions are impacting its value. Revenue, profitability, retention, and growth are closely monitored, but agency value is often overlooked.

A valuation provides more than a snapshot of what your agency is worth today; it offers insight into the factors driving value, establishes a benchmark for measuring progress, and helps guide future decisions. The most successful agencies view valuation as an ongoing business practice, not just a step taken before a transaction. Below are six reasons why completing an annual valuation can help you build a stronger agency and create greater long-term value.

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Your Business is Our Business ®



Berkshire Hathaway GUARD Insurance Companies is backed by the financial strength of our ultimate parent, Berkshire Hathaway, Inc. In Virginia, we offer a full product suite for your commercial clients that includes a Businessowner's Policy, Commercial Auto, Commercial Umbrella, and Workers' Compensation. "Pay-as-you-go" billing options are also featured.

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Can Employers Restrict Employees' Second Jobs? What Employers Can and Cannot Do

An employee mentions a weekend business, or you discover a second job you didn't know about, and your first instinct is to shut it down. Hold that thought. Broad bans on outside work are presumptively unlawful for

most nonsupervisory employees under federal law, and several states add their own limits. The good news is that specific, consistently enforced policies on conflicts of interest, confidential information, attendance, and company resources can protect your business. Our trusted partners at The Workplace Advisors walk through what you can and can't do, and what to put in place now.

[Learn More](#)

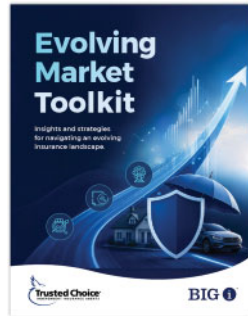
Growing Your Own Talent Just Got Easier Through Apprenticeships

You have open positions you cannot fill and a supervisor asking why this is taking so long. For years the only answer has been to compete harder for the same shrinking pool of experienced candidates: pay more, move faster, offer a bigger signing bonus or better benefits. While that may still work, there may be another strategy you can employ to grow your own talent through apprenticeships.

Two changes, one from the U.S. Department of Labor (DOL) and one from the U.S. Department of Education (DOE), were announced within months of each other which, applied together, cut the cost and the paperwork required to develop your own talent. If you once looked at apprenticeship and decided it was too complicated, it is worth another look.

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NEW! Evolving Market Toolkit



Discover resources designed to help independent agencies navigate today's changing market, including ready-to-use client communications, LinkedIn posts, AI prompts, market cycle insights, sales and retention strategies, agency efficiency tools, and more.

Available free to Big "I" members, courtesy of Trusted Choice.

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Commercial Property Rates Fall But Casualty Remains Under Pressure

By: Will Jones | October 15, 2026

Earlier this month, WTW released the fall 2026 edition of its "[Insurance Marketplace Realities](#)" report, examining rate predictions and market conditions across more than 30 lines of commercial insurance.

As competition among insurers intensified, large and complex property rates fell an average of 14.5% in the second quarter of 2026, compared with 8.4% a year earlier. Shared and layered programs, placements with five or more carriers, saw average declines of 23.4%, up from 14.6% in the second quarter of 2025. The market has now moved from the depths of the hard market toward pricing last seen in 2019.

The report, "The Specialist View: Navigating Tomorrow's Risk Landscape for 2027," reflects on how specialization across lines is helping clients navigate accelerating technology risk, including new exposures tied to artificial intelligence (AI) and [data infrastructure investment](#).

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Local Presence. Regional Strength.



Penn National Insurance is small enough to provide personal, caring interactions, but large enough to serve you and your policyholders with the same sophistication and product offering of the largest carriers. We back our promise to help people feel secure and make life better when bad things happen with our strong financial position, and we remain committed to distributing our products and services through independent agencies.

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2027 IIAV Partner Program Applications Now Open

The Independent Insurance Agents of Virginia (IIAV) is now accepting applications for the 2027 Partner Program. Whether you're renewing your partnership or joining for the first time, now is the time to secure valuable benefits designed to maximize your visibility and engagement with Virginia's independent insurance agency community.

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EDUCATION

E&O Risk Management: Power of Prevention: Agency Risk Management Essentials of Service (Webinar)

IIAV Webinar | November 18 | 9:00 am - 12:00 noon | [Register Now](#)

Member Price: \$84 | Non-Member Price: \$120

Life & Health Pre-Licensing

On-site IIAV | November 18 - 20 | 8:30 am - 4:30 pm | [Register Now](#)

Member Price: \$350.00 | Non-Member Price: \$350.00

Property & Casualty Pre-Licensing

On-site IIAV | December 8 - 10 | 8:30 am - 4:30 pm | [Register Now](#)

Member Price: \$350.00 | Non-Member Price: \$350.00

Independent Insurance Agents of Virginia

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