

Table of Contents

(IF YOU ARE READING THIS IN ADOBE PDF, CLICK ON ANY TOPIC TO BE TAKEN TO THAT PAGE)

Foreword	3	Top 10 Key Factors Of “Fair Market Value”	45
How To Evaluate, Buy & Sell A “Mom & Pop” Insurance Agency	3	Sweetheart Deals ... Are You The Next Sweetheart?	45
Search For Tomorrow.....	4	What It Costs.....	45
Why Have Agency Values Declined?	5	Roll, Roll, Roll Your Book.....	47
So Long, Mom & Pop?.....	6	File Storage & Retrieval	49
The Lazy Bones Agency Value Formula	9	The Urge To Merge.....	49
Goodwill Hunting	9	Why My Merger Failed.....	50
Agency Self-Evaluation Checklist	11	Franchise Example: Zaragoza Aseguranzas.....	55
How To Sell Your “Mom & Pop” Insurance Agency.....	16	After The Sale:	46
10 Not-So-Easy Steps.....	16	Pre-Acquisition Checklist	47
Buying Or Selling An Agency? Time To Check Your E&O Coverage.....	19	Need Capital To Grow?	48
Prior Acts—Or “Tail”—Coverage: Make It Part Of Your Buy/Sell Agreement.....	20	Uncle Sam Can Help With The Purchase	49
When Buying Or Selling Agencies, Is Policy Assignment As Good As It Looks?	21	Theft Of Accounts: What To Do When A Producer Departs - With Your Accounts.....	52
Learn The Secrets Of Effective Risk Management Before Buying Or Selling Agencies.....	23	Noncompete-Speak Definitions.....	53
What If You’re An Existing Agency Owner And You Are Buying Another Agency?	24	Breaking Up Is Hard To Do!.....	54
Top Ten Suggestions To Improve The Bottom Line	25	Agency / Company Contracts.....	55
Why Does An Owner Want To Sell The Agency?.....	26	Why Terminate An Agency – Company Contract?	74
10 Reasons You Should Not Sell Your Own Agency.....	28	True Confessions: Real Life Buying & Selling Stories	78
How To Buy A “Mom & Pop” Insurance Agency	29	All I Want For Christmas ... Is To Steal Your Book Of Business!	78
Why Does A Buyer Want To Buy?	29	What You Can Do To Protect Your Book Of Business	80
Questions To Ask Yourself Before You Start Looking.....	30	Breaking Up Is Hard To Do!.....	81
Top 8 Questions About The Acquisition Target.	30	What About These Contract Terminations.....	82
Where Do You Find Acquisition Targets?	31	Death Of An Agency: For Whom Does The Bell Toll?.....	84
Key Elements Of A Purchase Agreement	33	Will The Real Owner Please Stand Up?.....	85
Should You Use A Business Broker Or Agency Broker?	36	What Is The Greatest Value In Buying A Group Of Agencies?	88
How To Collect The Purchase Price.....	38	Sample Acquisition Prospecting Letter.....	93
Protecting Your Investment When Buying An Agency.....	40	Sample Confidentiality And Non-Disclosure Agreement.....	94
Acquisition Tips ‘N Tools From An Agency Buyer	44	Agency Sold For \$10.00 Purchase Agreement ...	96
		Sample Contract Of Employment.....	99