

2024 UNITED STATES P&C MARKETPLACE SUMMARY

PREMIUMS - DISTRIBUTION -
LINES OF BUSINESS TRENDS



BIG i®



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EMPOWERING INDEPENDENT INSURANCE AGENTS: TRAINING, RESEARCH & TECHNOLOGY TOOLS FOR SUCCESS

AGENTS COUNCIL FOR TECHNOLOGY.

LEADING THE CONVERSATION. The Agents Council for Technology (ACT) stands at the forefront of industry technology conversations. Our neutral forum, comprised of carriers, technology companies, and passionate member agents and brokers, is dedicated to helping independent agencies embrace technology as a strategic tool for success. Looking ahead, ACT is committed to expanding its role as a technology advocate for the independent agency channel. ACT will cultivate resources and relationships around data, connectivity, artificial intelligence, people and culture. We are at a time of unprecedented change within the industry and technology will play a crucial role in how our agencies evolve.

Chris Cline, Executive Director, ACT
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VIRTUAL UNIVERSITY.

FIND ANALYSIS. Tap into the collective knowledge of insurance experts from the Big "I" Virtual University. Find analysis on thousands of insurance scenarios to grow your understanding of complex topics. Empower your team with access to comprehensive information on commercial lines and personal lines, life/health and agency management. Discover articles, checklists, on-demand education and much more. Got an insurance coverage question? Receive a response from the Ask an Expert Service.

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YOUNG AGENTS.

LEAD THE WAY. From opportunities to speak with legislators to sales, leadership and technology training, the Big "I" national Young Agents program encourages industry involvement from insurance professionals under 40-years-old.

The Big "I" Young Agents Leadership Institute is the annual gathering of the nation's best and brightest. Let the Big "I" Young Agents help you perpetuate your agency. Inquire about scholarship opportunities for the Big "I" Legislative Conference and leadership meeting.

Jamie Behymer, Program Manager, Young Agents
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INVEST.

FUEL THE FUTURE. Invest is a nonprofit program that educates individuals on insurance, financial literacy and risk management, and encourages the pursuit of insurance careers with a focus on independent agencies. The program is dedicated to improving insurance literacy and attracting the next generation of diverse talent into our industry.

Invest volunteers and teachers have taught more than 33,000 high school, community college and workforce development students how to become an insurance agent.

Whitnee Dillard, Executive Director, Invest
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BEST PRACTICES.

BE BETTER. The Big "I" Best Practices study provides a chance for all Big "I" members to learn from the top agencies across the United States. Via research, resource guides and webinars, the comprehensive study provides key strategies by revenue category to help you improve overall agency performance and increase agency value.

Jennifer Becker, Sr Director, Agent Development, Research and Education
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DIVERSITY COUNCIL.

EMBRACE INCLUSION. The Big "I" Diversity Council is focused on engaging and developing a more sustainable independent agency network that reflects, represents and serves our diverse populations countrywide. The council is a collective of agents, insurance company representatives and association leaders.

Find tools to drive growth and more inclusive business practices for your agency. Be sure to also subscribe to the Inclusion in Action Newsletter.

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