



Member Success

PLACEMENT SERVICES AND AGENCY GROWTH

Marie Sullivan
Amelia Insurance Agency



AMELIA
INSURANCE
AGENCY

CHALLENGE

An independent agency on the Florida coastline needed carrier access and placement support to meet the needs of its clients and grow the business.

MEMBERSHIP SOLUTIONS



Placement Services



Dashboards/Analytics



Email Marketing

RESULTS

12.6% PREMIUM GROWTH

9% REVENUE GROWTH

MEMBER SUCCESS STORY

The Amelia Insurance Agency's office is on Amelia Island, a barrier island located at the far northeast corner of Florida close to the Georgia border.

It's a small but vibrant community, where the agency serves a mix of personal and commercial clients with niche coverage needs due to its location.

The Northeast Florida insurance market is not as limited as South Florida, but there are challenges: One of them is securing wind coverage for its commercial clients. As a result, "the amount of re quoting that we have to do impacts our work capacity," says Agency Principal Marie Sullivan.

"Renaissance's Placement Team does all the quoting for us. The fact that I have people who can handle our submissions is fantastic. That saves me hours of work."

Marie Sullivan
Amelia Insurance Agency



The agency's ability to get surplus-lines-level property risks placed in the admitted market by a trusted partner saves valuable time and effort that would otherwise have been spent preparing submissions and shopping them to carriers. The Amelia Insurance Agency relies on Renaissance's [Placement Team](#) for this task.

"Renaissance's Placement Team does all the quoting for us," Sullivan explains. "The fact that I have people who can handle our submissions is fantastic. That saves me hours of work."

Membership with Renaissance also provides the agency a [greater number of carriers to work with](#) in securing the best coverage for the client. "What I pay for those services is well worth it."

The Amelia Insurance Agency serves a good deal of artisan contractors (electricians, roofers, carpenters). For those clients, Sullivan says, "We can write BOPs for them through admitted carriers, as opposed to placing them through the E&S market."

Sullivan adds that Renaissance's ability to process her agency's [direct bill commissions](#) is another huge time saver – and that the reports she receives through Renaissance's [Member Central dashboard](#) provide her "a quick and easy way for me to go look at things, rather than having to pull the reports from my own software. I can see what's going on with my accounts: are my forecasts accurate? I can pull up a list of renewals, print it out, and share it with the staff."

The Amelia Insurance Agency leverages [Maestro](#), Renaissance's proprietary email marketing solution that helps it stay in touch with clients and powers its cross-selling efforts.

Most recently, the firm ran a "Do You Want to Be Super Covered?" email marketing campaign designed to promote umbrella coverage to clients that was originally targeted at personal lines clients; the campaign "proved just as popular with commercial clients", said Sullivan.



Market Access and Placement Services help Renaissance member agencies win and retain more business.