



Member Success

TECHNOLOGY & CLIENT SERVICE

Brad Bruening
Bruening Insurance Agency



CHALLENGE

A family-owned independent agency in Weston, Florida needed intuitive and affordable technology solutions to improve client service, grow commercial lines, and enhance agency profitability.

MEMBERSHIP SOLUTIONS



Email Marketing



Dashboards/Analytics



Direct Billing

RESULTS

\$1.8M NEW COMMERCIAL LINES PREMIUM

\$157K NEW COMMERCIAL LINES REVENUE

130% CARRIER COMPENSATION INCREASE

MEMBER SUCCESS STORY

A family-owned business for more than half a century, the Bruening Insurance Agency strives to deliver top-flight, personalized customer service to all its clients.

To maintain a personal touch with all its policy holders, customized emails are the ideal way to keep the lines of communication open – and to help the agency close coverage gaps that clients don't realize they had.

Having a system designed to send personalized emails to clients enables Principal Brad Bruening's agency to send automated welcome letters for new accounts and share helpful tips on hurricane preparedness.

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It also aids in the agency's cross-selling efforts, empowering its producers to target homeowners who don't have auto or flood insurance policies, and to articulate the importance of flood coverage to businesses that don't yet carry it.

Maestro is Renaissance's exclusive email marketing tool that powers this process.

"Maestro is incredible," says Bruening. "We've been using it for two years now."

The data the Bruening Insurance Agency leverages in those cross-selling efforts is among the many insights delivered through **Renaissance's technology platform**.

"We get [agency] reports that we never had before," Bruening notes.

"The reports show us if we're gaining or losing business in personal or commercial, the rate at which we're growing ... it tells us if we're doing the things we should be doing as an agency. It's so valuable to us."

Bruening can also benchmark his agency's performance against its peers. "Those reports show me how we can improve certain elements to make our standards higher," he says.



Renaissance's **technology platform** empowers agencies to provide exceptional client service and improve profitability

The agency principal adds that Renaissance's ability to handle its **direct billing** statements freed up his staff considerably to focus on revenue-driving opportunities rather than busy work.

"Previously, I had to assign one employee to that full time. Now, Renaissance gets them right into our system. That saves us a lot of time, and a lot of money."

Joining Renaissance in 2020, Bruening adds, "was one of the best decisions I ever made. It's a wonderful relationship. I don't know where we'd be without them."