



Member Success

COMMERCIAL LINES GROWTH

Robin Kiendl
Gary N. Johnson Insurance Agency

CHALLENGE

A midsized agency with a local focus has a book of business weighted heavily toward personal lines. In order to grow more profitably, the agency wants to focus its attention on growing commercial lines.

MEMBERSHIP SOLUTIONS



Growth Advisory



Placement Services



Agency Marketing

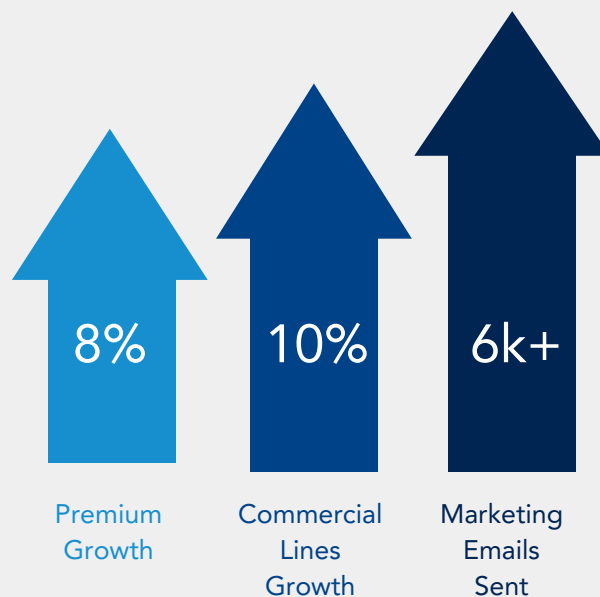
GROWTH STRATEGY

With the assistance of a dedicated Growth Advisor, the member has been able to:

- Develop a sales plan targeting local restaurants
- Craft lead lists
- Launch marketing campaigns
- Leverage Placement Team for submissions

RESULTS

After 1 year of Renaissance membership:



MEMBER SUCCESS STORY

Located in Jamestown, about 90 minutes south of Buffalo, N.Y., the Gary N. Johnson Insurance Agency has a book of business focused on personal lines. Short-term rental homes, auto policies, recreational vehicles, and similar accounts require a good deal of its bandwidth.

Recognizing the greater return on investment of time and effort from commercial lines, the agency is working toward expanding its commercial client base. Leveraging the expertise of Renaissance – as well as wider market access to write those accounts – has been essential.

With the assistance of a [Renaissance Growth Advisor](#) dedicated to her success, Owner/Principal Robin Kiendl says she's been able to develop a sales plan targeting local restaurants. As a member of Renaissance, the agency has the advantage of working with the network to craft lead lists of those businesses and is empowered to market those accounts competitively.

Kiendl's advisor checks in on her progress and monitors her agency's overall performance. "She stays on top of it and follows up regularly. It's fantastic, she keeps me on track," the agency principal says. "I feel like she's part of the agency."

After joining Renaissance in 2023, Kiendl gained access to more carriers and Renaissance's [Placement Team](#), which handles submissions on her behalf. Empowered to be more competitive, she was able to secure more business, including



Agency growth advisors work with with agencies to drive organic revenue growth, carrier optimization, and operational efficiency.

taking over a local construction company's GL and Inland Marine coverage from a competing agency.

[Maestro](#), the agency network's proprietary email marketing tool, enables the agency to distribute Personal Review Forms to clients whose policies are 60 days out from renewal. Integration with EZLynx automates this process, which Kiendl says often yields important new information she needs to ensure they're adequately covered.

"Maestro is awesome," she says, noting that she also uses it for sending welcome emails to new clients, providing customers helpful tips, and keeping them informed of days when the staff works remotely.

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