



Member Success

ENHANCED PROFITABILITY

Marvin Rivas
The Madison Insurance & Financial Group

CHALLENGE

A growing Miami agency was facing tough market conditions, market access limitations, and profitability challenges as it sought to expand its operations and grow commercial lines in Florida.

MEMBERSHIP SOLUTIONS



Market Access



Market Incentives



Partner Discounts

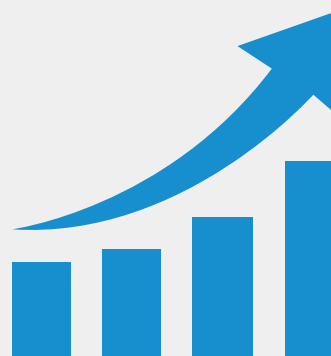
GROWTH STRATEGY

Through partnership with Renaissance, the agency was able to:

- Access more carriers
- Secure more favorable carrier compensation
- Implement AMS360 at a discounted rate
- Track client milestones and develop cross-selling strategies
- Open a second location

RESULTS

Through partnership with Renaissance:



130% YEAR 1 COMPENSATION ENHANCEMENT

2x ENHANCED COMP THROUGH MEMBERSHIP

MEMBER SUCCESS STORY

In recent years, Madison Insurance recognized that market conditions in the Sunshine State were becoming increasingly challenging. Its leadership decided to pivot and begin targeting a wider array of commercial lines clients. The construction boom in Central Florida, for example, offered a bounty of opportunity.

As an early member of Renaissance, the Miami-based agency was empowered with the **market access** necessary to pursue and secure those accounts.

Principal Marvin Rivas notes that being appointed with a larger selection of carriers “expands our ability to compete with the big brokerage houses – not only in Florida, but outside of the state as well.”

The agency has since opened a second location, serving clients in the Cape Coral/Fort Myers area.

Having the ability to aggregate its premium through Renaissance also enabled Madison Insurance to secure **better compensation terms** for the business it writes, “which helps secure the future of our business,” says Rivas.

The agency has seen game-changing improvements in its workflows since adopting AMS 360 with Renaissance’s assistance. “It was a big change for us,” he adds. “If I was going to do that on my own, it would have been cost-prohibitive. That, alone, brings a lot of value to the relationship.”



Market Incentives and Partner Discounts available through Renaissance help independent agencies increase revenue and improve profitability.

“Now that we’re on a supported system, even though it costs me more, we’re making more money,” Rivas explains. “So, it pays for itself.”

The client metrics provided by Renaissance’s **technology tools** offer Rivas such granular information as the number of policies with a certain client, which gives the agency valuable intel and insights for cross-selling.

“We’re able to track communications with customers and measure our producers’ performance against the agency’s goals. It’s fantastic.”

“Renaissance market access expands our ability to compete with the big brokerage houses - not only in Florida, but outside of the state as well.”

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