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GERMAN AMERICAN INSURANCE RETAINS ITS STATUS AS A BEST PRACTICES AGENCY

NOVEMBER 2015 –German American Insurance continues for the third year to be part of an elite group of independent insurance agencies around the United States participating in the Independent Insurance Agents & Brokers of America (IIABA or the Big “I”) “Best Practices” Study Group.

Each year since 1993, IIABA and Reagan Consulting, an Atlanta-based management consulting firm, join forces to study the country’s leading agencies in six revenue categories. The agencies comprising the study groups are selected every third year through a comprehensive nomination and qualifying process and awarded a “Best Practices Agency” designation. The selected “Best Practices” agencies retain their status during the three-year cycle by submitting extensive financial and operational data for review each year.

“The purpose of the Best Practices Study Group is to take an agency’s performance to a higher level,” states Joe Dedman, President and Chief Executive Officer of German American Insurance. “To be chosen as a Best Practices Agency, and to retain the status for the third year in a row, is a testament to the commitment and desire of our insurance team to serve our customers with strong insurance products and services.”

This year concludes the current three-year study cycle in which more than 1,100 independent agencies throughout the U.S. were nominated to take part in the annual study, but only 217 agencies qualified for the honor. To be chosen, the agency had to be among the 35-45 top-performing agencies in one of six revenue categories.

German American Insurance was nominated by either an IIABA affiliated state association or an insurance company and qualified based on its operational excellence.

The **Best Practices Study** was initiated by IIABA in 1993 as the foundation for efforts to improve agency performance. The annual survey and study of leading independent insurance agencies documents the business practices of the “best” agencies and urges others to adopt similar practices.

German American began offering Insurance in 1999 when it acquired the Doty Agency, which was founded in 1896. German American Insurance has grown to offering personal and

business coverage to customers throughout southern Indiana. They offer insurance products from a number of different companies including Cincinnati, Indiana Farmers, Auto-Owners, Liberty Mutual, Acuity, Selective, Travelers, Anthem, Safeco, and others.

Founded in 1896, IIABA is the nation's oldest and largest national association of independent insurance agents and brokers, representing a network of more than 300,000 agents, brokers and their employees nationally. Its members are businesses that offer customers a choice of policies from a variety of insurance companies. Independent agents and brokers offer all lines of insurance – property, casualty, life and health – as well as employee benefit plans and retirement products. Web address: www.independentagents.com.

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