

For Immediate Release
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Insurance Network Alliance (INA) to create Agency Network Directory

The INA announced today that they will be developing an insurance agency network directory to assist retail agents looking to affiliate with a network, and carriers looking for new distribution partners. The directory will provide information regarding geographic operation, number of agents, services provided by the network and much more.

“We have been working with Insurance Networks for several years, which prompted us to help establish the INA,” says Michael Strakhov, Executive Director – Insurance Lending at Live Oak Bank. “Our experience working with networks as a small business lender, is that each has a unique operation. A retail agent looking to join a network, or a carrier interested in expanding distribution has no efficient way of searching for a best fit partnership. The Networks Directory should bring a great deal of efficiency to this process.”

“I believe we have a unique value proposition for agents looking to join a network, but we know there are other organizations that also do great things for their partner agents,” says Andrew Caldwell, President Smart Choice Agents Program. “Having the parameters of what we provide as a Network searchable in a directory is a great benefit for us as well as the other participating networks of the INA.”

Doug Avrin VP Sales & Marketing at State Auto Insurance Companies indicated, “Network Agencies are an important part of our distribution strategy. As each Network has a unique value proposition, having the critical information on each network in one place will certainly help optimize our energy in this space.”

Agents are drawn to networks to address some very specific needs of their business.” Says John Tien, CEO of ANE, Agency Network Exchange. “Providing information about how each network operates will allow agents to make an informed decision regarding which network can best address their unique challenges.”

Insurance Agency Networks interested in a directory listing can visit www.networksalliance.com to complete the directory survey. The directory will be available at the INA [2019 Annual Meeting](#) in Tempe, AZ next January.

The Insurance Networks Alliance is the principal organization promoting the critical role of insurance networks to the independent agent distribution channel. Networks, carriers and service providers interested in learning more about the INA can contact the Alliance at info@networksalliance.com , 302 268 1016, or go to www.networksalliance.com