

# Statewide Insurance Agency

---

2015 Planning

# Expectations

- Change the Way We Think
- Keep Us on an Established “Track” Upon Which We Can Make Future Decisions
- Influence Us to Act in Manners that are Consistent with Our Thoughts and Goals
- Leverage Teamwork by Communicating Common/Unified Goals
- Establish Accountability
- Help Us Become a Dominant Personal Lines Agency
- Reduce Stress

# Statewide Core Values & Beliefs

- Integrity
- Gratitude to Clients, Employees, and Management
- Strong Work Ethic
- Flexible/Adaptable/Responsive
- Excellence
- Faith-Based Business

# “Statewide Is Different”

## Our Mission Statement

The Statewide mission is to represent multiple companies allowing us the opportunity to find the best home and auto insurance for our clients. Statewide is better at what we do because we specialize in Oklahoma home and auto insurance. Statewide has an experienced staff – we focus on business basics...answering our phone, returning calls promptly, replying to emails, and showing gratitude to our clients. Statewide is flexible – you choose the way you want to work with us – in person, by phone or by email – Statewide will deliver!

# Statewide 2020 Vision Statement

- \$10 Million in Annual Written Premiums
- Our Focus Remains on Personal Lines Specialization
- We Have Created a Dynamic Statewide Marketing Plan Utilizing a Vibrant Web Presence
- Our Growth is Possible by Effectively Leveraging Technology and Productivity
- Statewide is a Household Name in Oklahoma
- 24/7 Live Service
- 2 New Producers
- 2 ½ CSRs

# Strengths

- Experienced Producers
- Management Possesses a Strong Understanding of Agency Financial Position
- Insurance Knowledge
- Representing Multiple Carriers
- Focus on What We Want to Sell & Accomplish
- Flexible as to How We Conduct our Business
- New Location – Strong Downtown Edmond Footprint
- Dynamic Growth of City of Edmond
- Understand Technology
- Affiliation with OAA

# Weaknesses

- Lack of Community Involvement & Participation
- Management Needs Improvement in Dealing with Personnel Interaction, such as Confrontation and Closely Monitoring Employees' Work
- Failure to Build “Agency Value” with Customer After the Sale
- Lack of Communication with Existing Customers

# Opportunities

- Build More “Value” with Customers After the Sale
- Leverage Technology to Allow for Growth in - Processing and Marketing
- New Location Allows for Greater Awareness and Brand Identification within the Edmond Community
- Improved Use of Social Media
- Extended Service Hours/Flexible In Office Hours – 24/7 On Call Service



# Threats

- Direct Online Sales from National Carriers
- Commoditization of Personal Lines
- Competitive Markets
- Preferred Market Pricing
- Competition

# 2015 Physical Plan

- Move into New Office on 3/6/15
- **ACTION ITEM: Open House/Ribbon Cutting – Cheryl to Have Plan in Place by 4/1 – to be held 1<sup>st</sup> part of May**
- Current Agency Management System – No Need to Change
- Computers Will Be Added As Needed
- Current Facility Will Accommodate Walk-in Business – Focus Needs to be on the “Quality” Business

# 2015 Personnel Plan

- Explore Adding UCO Intern to Help Produce Personal
  - **ACTION ITEM: Cheryl to Contact Dr. Arnold at UCO by 4/1/15**
- Consider Allowing Intern to Write BOP Business – Especially for those Businesses in Downtown Edmond
- **ACTION ITEM: Von to begin Planning for the Need for 1 New Producer and 1 CSR by Spring 2016 – ongoing monitor of financials**

# 2015 Sales & Marketing Plan

- Develop Effective Social Media Plan – FB, Twitter, Website Blog, Google Pay Per Click
- By 2016 Use Professional Ad Agency and Media Firm to Make Statewide a Household Name: **ACTION ITEM – Von to contact Gean Atkinson by 4/1/15 to discuss ideas for Open House and to see if he may be a candidate**
- Become a Member of Edmond Chamber of Commerce and Discuss Ribbon Cutting: **ACTION ITEM – Von to Contact Chamber by 4/1/15**
- Production Goals – 2015 - \$4.9 million: 2016 - \$6.5; 2017 - \$7.5; 2018 - \$8.5; 2019 - \$9.5; 2020 - \$10 million!

# 2015 Financial Plan

- Of Significance – Agency Has No Debt
- By June Show a Profit – Meaning Revenue will Equal or Surpass Expenses + Personal Expenses
- 2015 – Lean – Manage Expenses
- 2016 – with the Additional Projected Commission Income the Agency Should be Producing Additional Income of \$6-7,000 per month
- Agency Retention Goal is 85%
- **ACTION ITEM – Von to Monitor All Above On Ongoing Basis**