

YOUR AGENCY NAME

Title: Agency Principal

Reports To:

Job Summary: Accountable for total operations of the agency, including financial Operations, sales operations, service and marketing operations, and human resource management. Ensures profitable growth and account retention, long term company and client relationships, and effective utilization of corporate resources. Creates sales, service, and quality standards through various methodologies.

Date: mm/dd/yyyy

PRIMARY RESPONSIBILITIES AND DUTIES

Determines the agency's statement of purpose, business goals, service standards, and business practices and communicates them to all agency staff. Must have and maintain a current Colorado Residential Insurance License.

Financial Responsibilities:

- Creates and maintains the agency budget, expense statement, profit and loss statement, balance sheet, contingency income, payable, and receivables to ensure solvency, liquidity, and financial responsibility.
- Develops and maintains banking relationships,; ensures timely deposits and investments of capital.
- Maintains positive credit.
- Creates and maintains positive financial relationships with carriers and other markets.
- Supports managers in automation and operational research, change, and implementation.
- Facilitates, monitors, and implements the agency business plan to ensure meeting of agency goals for profitability and growth.
- Creates a total agency book of business that is profitable for both agency and carriers.

Human Resource Management:

- Selects, educates, monitors, and assists manager(s) of agency.
- Promotes open communication and high morale.

Sales Management:

- Creates, with staff involvement, the agency plan; oversees sales staff, sets goals, and monitors progress towards goal in new business generation.
- Seeks out additional new markets; plans sales campaigns with carriers, and accesses resources from carriers to increase sales effectiveness and profitability for the agency.
- Maintains long term, high quality relationships with carriers.

Company Relations:

- Executes and renews all agency contracts; complies with carrier contract; maximizes contingency income.
- Maintains excellent relationships with carriers, which results in increased support from companies, and provides high quality products to insureds at fair prices.
- Actively seeks new markets as client needs evolve.
- Oversees and obtains excess surplus relationships.
- Creates alternative markets, as needs arise or as agency business plans demand.
- Creates and maintains profitable books of business for all carriers the agency represents.
- Maintains a desirable mix of business and aggressively rounds out the book of business.

Automation:

- Keeps informed regarding insurance technical knowledge, market trends, agency automation, company information, and other operating techniques.
- Oversees automation implementation, enhancements, and training.
- Maintains contact with vendors providing automation and other services.

Other:

- Keeps informed regarding insurance technical knowledge, market trends, agency automation, company information, and other business operating techniques to ensure efficient agency operation and projected account development.

KNOWLEDGE, SKILLS, AND ABILITIES:

- High School Diploma or equivalent; college education desirable or equivalent insurance experience.
- Effective communications skills, organizational skills, and ability to respond to requests effectively and efficiently.
- Understanding of agency operations, agency management experience of no less than five years, and prior experience in business administration.
- In-depth knowledge of current computer system functions, input procedures, codes, report capabilities, configuration, and hardware.
- Knowledge of agency software and hardware.
- Understanding of agency workflow procedures, underwriting, sales, and service processes.

- Ability to plan and instruct staff members on appropriate information usage during training sessions.
- Ability to carry out detailed written or verbal instructions with multiple concrete and abstract variables.
- Ability to perform 80% sedentary work, exerting up to 10 lbs of force occasionally, and exert negligible force, frequently or constantly, to move objects, including the human body. May be asked to exert up to 20 lbs of force periodically, as needed.
- Physical efforts required include fingering as a repetitive activity, grasping, verbally communicating detailed and important information to others accurately and quickly, reaching, standing, and lifting light objects under 10 lbs.

Working Conditions:

- High-pressured, fast-paced environment with significant telephone and personal disruption. Large number of multiple steps in complex system performed with accuracy and speed is essential to the successful completion of tasks.
- This job description is intended to describe the level of work required by the person performing the work of the positions and physical requirements normal to the position. Principal duties outlined are the essential responsibilities and duties and other duties may be assigned as needs arise or as required to support principal duties.
- This description is not intended as a contract and is subject to change and revision as needs arise. Any written contractual agreements will supersede this job description. All requirements may be modified reasonably to accommodate physically or mentally challenged staff members.