



**BIG** **i**<sup>SM</sup>

# Agents are Rethinking their **HARD MARKET STRATEGY**



of agencies  
have increased  
communication  
to policyholders

**Is your agency making the  
right adjustments?**

Big “I” members have exclusive access to the results of our agency survey and case studies. **Learn how agents across the country are reacting to market changes.**

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