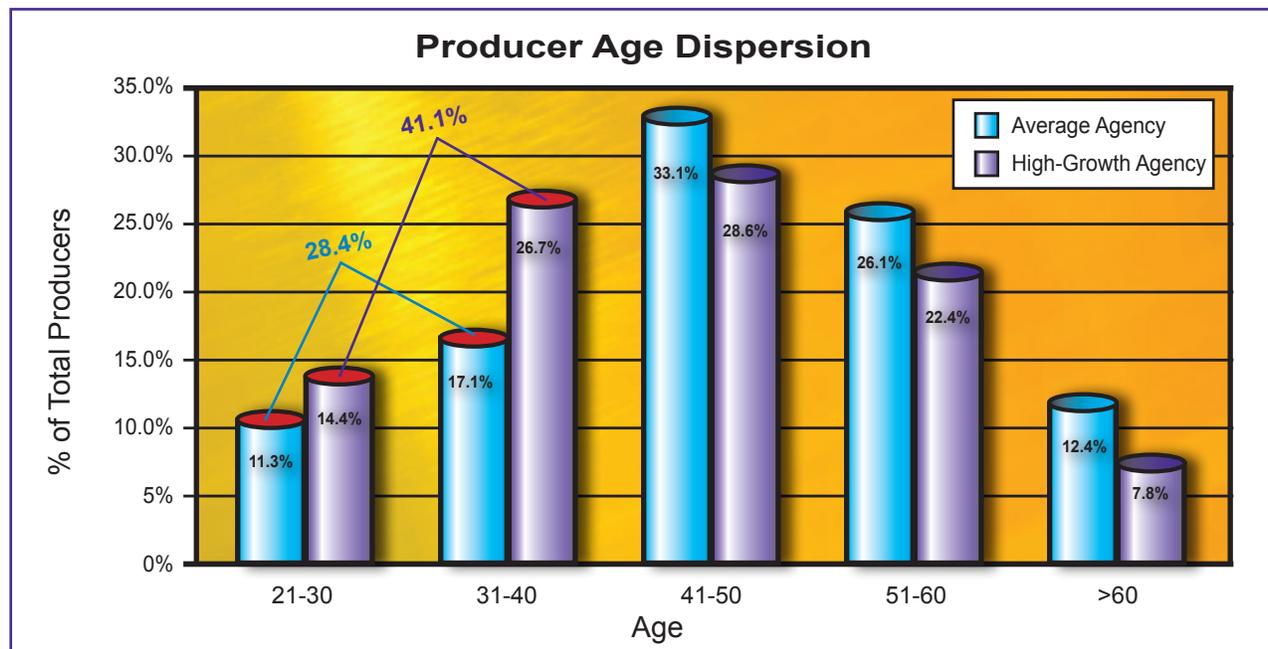


## Agency Producer Age Dispersion

In last month's issue, we covered the hiring and retention rates of producers for average and high-growth agencies. The data showed that high-growth agencies hire at a higher rate and cut the cord quickly on unsuccessful hires. Why are these agencies so focused on implementing a regimented producer hiring, training and retention program? Because continually hiring new production talent ensures the sustainability and viability of an agency through perpetuation. And by perpetuation, we are not simply referring to the transfer of stock within an agency, but also the selection and tutelage of the next generation of agency leadership and a transition of agency relationships.



Our data shows that in average agencies, the average weighted age dispersion of producers under the age of 40 is 28.4%, compared to 41.1% in high-growth agencies. By focusing their efforts on continually hiring fresh, young talent, high-growth agencies are positioning themselves to be viable well into the future.

The next two issues will examine the average weighted book-of-business and the average new business by producer group.

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