

Five Michigan Partners Named 2015 Best Practices Agencies by IIABA

Frankenmuth Insurance would like to recognize several of its Michigan Agency Partners for being named 2015 Best Practices Agencies by the Independent Insurance Agents & Brokers of America in partnership with Reagan Consulting.

Agencies that earned this title include:

- Berends Hendricks Stuit Insurance Agency, Grandville
- Cobb-Hall Insurance, Howell
- Hartland Insurance Agency Inc., Hartland
- Hershey Insurance Group Inc., Troy
- Vast, Marquette

Since 1993, IIABA has examined top performing agencies across the country in six revenue categories through its annual Best Practices Study. Agencies that earn the prestigious distinction of a “Best Practices Agency” demonstrate the following characteristics:

- Focus on customer service and satisfaction
- Frequent customer contact
- Valued staff
- Participatory management
- Vision
- Win/win supplier relationships
- Efficient processes
- Continuous improvement
- Focus on revenue growth

To view the complete list of 2015 Best Practices Agencies, [click here](#).

Congratulations to our Michigan Agency Partners on this well-deserved honor!