

IVANS Market Appetite[™]

An online search tool to find the best markets
for specific risks



IVANS Market Appetite is an online search tool that enables insurers to communicate appetite directly to agents and MGAs searching for a market to submit their new and renewal commercial insurance business.

Integrated into agents' daily workflows, IVANS Market Appetite ensures you can consistently present your current appetite to agents, reducing dependency on time-consuming, manual steps traditionally used to communicate appetite.

The application also enables you to provide specific product coverage details and underwriter information to encourage direct and informed communication from your agents.

IVANS Market Appetite increases in-appetite submissions and drives better submissions in the pipeline, allowing you to focus on the most profitable lines of business and industries.

As the market changes, IVANS Market Appetite ensures consistent representation of your latest appetite so submission mix remains strong as agents are continuously kept informed.

IVANS Market Appetite enables your business to:

- > Automate appetite communications to agents directly in their daily workflows.
- > Reduce dependency on outdated appetite guides and other traditional and often inefficient methods.
- > Increase in-appetite submissions to focus on the most profitable lines of business and industries.
- > Build stronger agent relationships by enabling your agents to provide the best coverage to their clients.

"In general, 40% of insurer premium goes to distribution, including marketing and sales cost to agents."

- Drew Aldrich, AXA Strategic Ventures



Core Capabilities

Real-time appetite communication

Simple search technology allows you to present your current appetite information to agents in real time.

Agency management system integration

Leading agency management systems, including Applied Epic, offer integrated market appetite search capabilities within the system, allowing you to connect directly into your agents' daily workflows.

Underwriter engagement

IVANS Market Appetite enables you to provide underwriter contact information to encourage direct agent interaction.

Custom marketing

The application enables you to customize branding and include specific premium and coverage details so agents are further informed.

Search result ranking

By stating your appetite, you can influence where your business is represented in the search result to ensure placement and visibility at the top of the list.

Getting started is easy

Learn how IVANS supports your agency distribution and servicing strategy by calling **855.233.9128** or visit **ivansinsurance.com** today.



Gain +5% point increase in quote rate for 50,000 additional quotes annually.

- Source: IVANS

Why IVANS

IVANS is the property and casualty insurance industry's exchange connecting insurers, MGAs, agencies and the insured.

IVANS' cloud-based software automates the distribution and servicing of insurance products.

For more than 30 years, IVANS innovation and expertise has connected 30,000 independent insurance agencies and 380 insurer and MGA partners to enable millions of people to safeguard and protect what matters most in people's lives.