

For Agents

# IVANS Markets™ is an online tool to find the best markets for commercial risks.

**IVANS Markets provides an online search tool that enables agents to instantly identify insurer appetite when you begin searching for markets to submit your new and renewal business.**

The search immediately presents you with a list of insurers, MGAs and wholesalers with an appetite for the specific risk, providing access to more products.

IVANS enables you to reduce dependency on traditional, time-consuming methods of identifying insurer appetite – such as reviewing insurer risk guides, visiting insurer websites or relying on historical agent experience.

Leveraging IVANS' access to markets, your agency can build new business opportunities with appointed insurers and increase visibility into additional prospective insurer and MGA partners based on lines of business and products.

**“ IVANS Markets expands our distribution footprint, enabling our agency to build new business opportunities with appointed insurers and increase visibility into additional prospective insurer and MGA partners. ”**

Lori Heemstra, Commercial Lines Coordinator, BHS Insurance



## Enables your agency to

- Match clients' risks with the best markets for a superior customer experience.
- Increase appetite visibility into appointed insurers and additional prospective insurer and MGA partners based on lines of business and products.
- Engage markets with the information you need to have the right conversations with the right people.
- Reduce dependence on historical, time-consuming methods of identifying insurer appetite.

**IVANS**<sup>®</sup>  
A DIVISION OF APPLIED

# Core Capabilities

## Quick search

IVANS expands insurer appetite search beyond your current insurer partners, enabling you to search market appetite for common industries in a single click. Choose from 12 common industries to instantly see a list of in-appetite insurers to drive more new and renewal business.

## Integrated search workflows

IVANS technology is accessed online and integrated into your daily workflows. The tool is available to all IVANS agencies and within nine agency management systems, including Applied Epic and Applied TAM, allowing you to search for insurer appetite directly from your agency management system.

## Appointed markets

You have the ability to indicate appointed markets, so your search results clearly indicate and rank your insurer partners by line of business. As an agency administrator, you also have the ability to designate your top appointed insurer partners as preferred and add personalized notes about insurers to ensure you and other users in your agency have the latest details to make more informed market decisions.

## Data-driven market insights

Agents can easily review the latest premium renewal rate change trends with easy-to-use dashboards to advise clients on expected renewal rates while ensuring that your insurers are providing the best coverage for the premium rate.

## Growth Strategy

As part of IVANS Markets, account administrators can indicate future interest in specific lines of business directly to insurers and MGAs, so your agency is kept top of mind as insurers and MGAs search to market and distribute products via agent partners.

## Insurer marketing dashboard

Delivers insights into marketing efforts, including agency search views, profile clicks, appetite details and more. Also allows for filtering by appetite segments and list drill downs for more focused insights.



**69% of agents surveyed missed opportunities due to lack of market access**

Source: IVANS Annual Insurer-Agency Connectivity Report

## 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 32,000 independent insurance agencies and 400 insurer and MGA partners to enable millions of people to safeguard and protect what matters most in people's lives.

Call 855.233.9128  
Visit [ivansinsurance.com](https://www.ivansinsurance.com)