

For Insurers

# IVANS Markets™

is the online tool  
to find the best markets  
for specific risks.

**IVANS Markets is an online search tool that enables insurers to communicate appetite directly to agents and MGAs searching for a market to increase in-appetite submissions and drive better submissions in the pipeline.**

Integrated into agents' daily workflows, IVANS Markets ensures you can quickly identify agencies interested in new lines of business and automate appetite communication to more effectively market products. Reduce dependency on time-consuming, manual steps traditionally used to communicate appetite and provide specific product coverage details and underwriter information.

IVANS Markets maximizes your business opportunities via the agency distribution channel by expanding your distribution footprint, identifying current agencies you should invest more resources in, and notifying you in advance of future agent market demands. You can easily search appointed and non-appointed agencies by industry code, line of business and location to create an immediate list of agencies ready to do business with you.

**“ With IVANS Markets, we are beginning to see a reduction in no-hit submissions leading to efficiencies in writing Commercial Lines policies, which is also leading to stronger agent relationships.”**

John White, SVP of Information Technology, Central Insurance Companies



## 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- Reduce dependency on outdated appetite guides and other traditional and often inefficient methods.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.
- Identify key growth areas and gain insight into agencies interested in new lines of business.

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# Core Capabilities

## Data analytics dashboards

IVANS Markets gives you a view into the success of your marketing efforts through data analytics dashboards. Measure search views and profile clicks, as well as review how your appetite details appear and rank to agents.

## 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.

## Targeted search

Easily search appointed and non-appointed agencies by industry code, line of business and location to create an immediate list of agencies ready to do business with you.

## Custom marketing

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

## Search result ranking

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

## Market insights

IVANS Markets measures projected premium renewal rate change against industry averages to provide you with insights into the most profitable lines of business and competitive rates.

## 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.



**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 more than 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)

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