

How to set up your agency in IVANS Markets

IVANS Markets is a complimentary online tool for independent insurance agencies to quickly find markets for their commercial insurance risks.

Eliminate reliance on historical, time-consuming methods of identifying insurer appetite with an easy-to-use online search tool. IVANS Markets searches by commercial risk and immediately presents you with a list of insurers, MGAs and wholesalers with an appetite for your specific risk.

By providing a simple, automated solution to connect you with insurers and MGAs, IVANS Markets drives greater efficiency and expands your market opportunities.

The checklist below will help guide you through getting your agency set up in IVANS Markets.

1. Log in or register your agency

Before you can search for market appetite or access the latest premium renewal rate change trends, you must first log in to IVANS Markets. Many agency management system providers like Applied, SIS, Hawksoft, NASA, SIS, Xanatek, Jenesis, and Evolution offer Single SignOn to IVANS Markets directly in the system. Click on the fork and knife icon within your management system to launch IVANS Market Appetite using your IVANS User ID and Password. If you do not have log in credentials, users can register for a new user account within the system.

If your management system does not have Single SignOn, you can access IVANS Markets at markets.ivansinsurance.com.

2. Start your market appetite search

Once you log in to IVANS Markets, you'll be able to search market appetite for commercial risks across 1,000 markets, 2,000 classes, 15 lines of business, and all 50 states. Click on one of the quick search options to instantly see a list for top industry classes.

Or you can perform a custom search by:

- Enter a partial or complete SIC code, NAICS code, or type in a description of the business in the *Search* field
- Choose the line, or lines, of business you're looking to write coverage for
- Choose the state, or states, you need to search in
- Press the *Search* button
- View the results screen within seconds



All agencies using Applied Epic have access through Applied University to online training customized to the embedded version of Markets available within their management systems.



If you don't know your IVANS Markets credentials, complete the form located at ivansinsurance.com/access-ivans-markets. IVANS will look up your account and provide you with steps to register for a new user account.



To send a request for an industry search update, click the *Can't find an industry?* link in the search dropdown.

3. Indicate your appointed markets

Within the Appointed Markets tab, agency administrators have the ability to indicate Appointed Markets so that your search results clearly indicate and rank your insurer partners by line of business. As an administrator, you can choose whether or not suggested markets are automatically selected as appointed for users, or you can permit your agency users to customize their own *Appointed Market* lists.

4. Designate your top appointed insurer partners as preferred

Within your appointed markets, agency administrators have the ability to denote which of your insurer partners are *Preferred* so your staff knows which markets to focus on for specific business.

5. Set a custom order to rank your preferred insurers list

Organize your preferred insurers in a specific rank so that these markets are always listed in search results in order of importance to your business.

6. Add personalized notes about insurers

You can include personal notes, including points of contact and specifics on business requirements, for each insurer. These notes will be seen by all Markets users in your agency, making sure everyone has access to the most information.

7. Analyze data-driven market insights

Within the Market Insights tab, 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.



To request that IVANS set you up as an administrator so that you can manage appointments at the agency level as well as the user level, click the [*Request administrator access link*](#).

8. Indicate future interest to insurers

Within the Market Manager tab, agency administrators can indicate future interest in specific lines of business 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.

About IVANS

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

IVANS cloud-based software automates the distribution and servicing of insurance products. For more than 30 years, IVANS innovation and expertise have connected more than 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.

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