

iianc Market Finder

The marketplace for hard-to-place commercial or personal risk policies.

Frequently Asked Questions

Q: Tell me about this new member service, the IIANC Market Finder.

A: This new service was built to respond to the needs of our member agencies. Hardly a day goes by that IIANC does not get at least one phone call from a member looking for assistance in securing insurance coverage for some type of hard to place risk. The IIANC Market Finder will be a much more efficient way of handling those requests.

Q: How will the IIANC Market Finder help members and IIANC staff?

A: In the past, a member of IIANC's staff would have taken down some basic information from our member looking for a specific, hard to place market. Then, based on knowledge of the marketplace (which is somewhat limited since we are not active in the traditional retail insurance arena), we would begin searching for a market that might be willing to help our member with the difficult account. The IIANC Market Finder is going to automate that process in a way that will allow our members to quickly explore the appetite of many of the top brokers and specialty companies with the submission of a brief online form.

Q: Exactly how does the Market Finder request process work?

A: IIANC members will go to www.iiancmarketfinder.com to submit their request. The first time an agent visits the site, he/she will have to create an account/secure login (this same login will be used for any later visits). After that, the process to submit a market request is really very simple. The member will enter in some basic information regarding the nature of the account and the effective date of coverage. Once that information is provided, the member has the ability to attach any relevant forms that the insurance provider may find helpful. At that point, the agent clicks submit and all of the information is sent simultaneously to the IIANC PARTNER companies and brokers that have chosen to participate in the Market Finder program. From there, it is up to those companies that are interested in the account to make direct contact with the member agent and work out the details. Interested companies are asked to respond within a couple of business days to inquiries they would like to pursue.

***It is important to note that a submitted request does not guarantee a response or placement of coverage from participating companies. The Market Finder is intended to be an additional resource for connecting member agents with brokers and companies in a timely, efficient manner.*

Q: Is there a fee (cost) associated with this program for either members or the participating carriers and brokers?

A: No, there is no separate charge for using the IIANC Market Finder. We see the IIANC Market Finder as being a great supplement to one of the activities that we've always engaged in, which is helping agents and carriers build mutually beneficial relationships with one another. From the company and broker side, this program is exclusive to those that are participating in IIANC's PARTNERS program.

The IIANC Market Finder (www.iiancmarketfinder.com) was developed by and is a service of the Independent Insurance Agents of North Carolina. Contact nsimpson@iianc.com with questions.