



# Staffing Your Agency

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# Session Goals



Identify challenges to staffing your agency



Share ways to sell your agency as a great place to work



Discuss practical ways to offer benefits and flexibility



Tools and resources available through IIA of IL

Best Practices



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graph TD; A[Best Practices] --> B[Roundtable discussion on topic]; B --> C[Group leader will start discussion and take notes on topics to discuss at the end of the session];
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Format



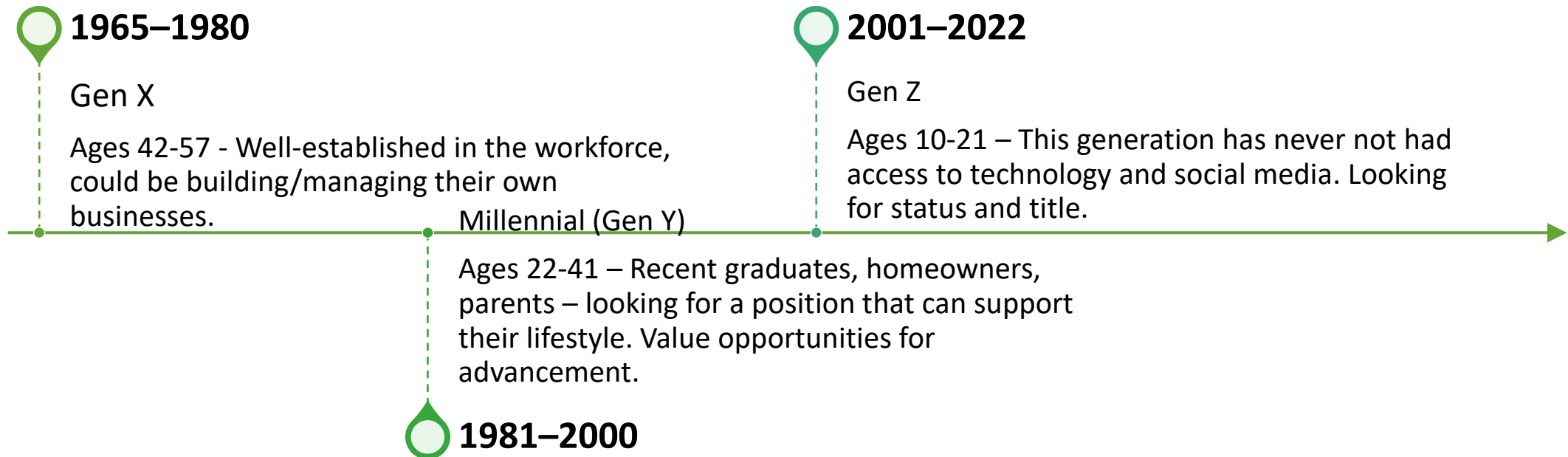
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Over the last decade, the growth of the non-working-age (dependent) population – ages 0 to 14 and 65 and older – has outpaced the growth of the working-age population.

*Source: U.S. Census  
Bureau 2020*

# Generations in the Workforce

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# Employers must be strategic

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How will the message reach the right candidates?



What will attract and retain good employees?



Are employees doing work appropriate for their skill level?

# Reaching Candidates

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## **Agency Website**

Careers page or a section on your “about” page for candidates

## **Job Board**

Indeed a top source of candidates

CareerBuilder, Monster, ZipRecruiter and more...

## **Facebook Groups**

Community Facebook groups dedicated to connecting people: local event calendar, buy/sell/trade groups, a parent’s group, etc.

## **Schools**

Community colleges, business schools, Katie School of Insurance

## **IIA of IL Website**

Member agencies can post ads to our website using a free CareerPlug account

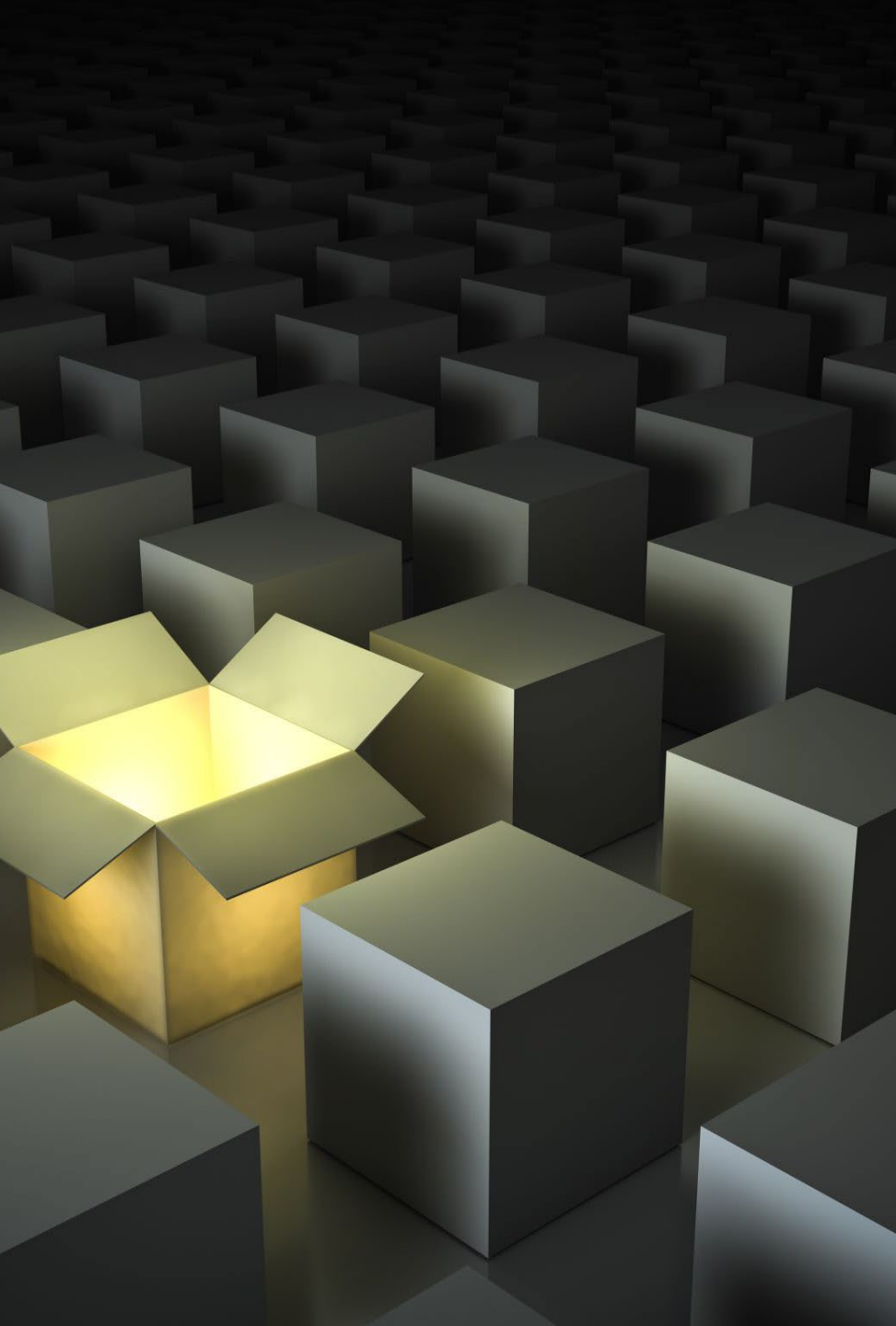
## **Other Organizations**

NAAIA Job Board, local Chamber of Commerce, Junior CEO program...

## Discussion

Have you found a unique or particularly successful source for candidates?





# Attractive Benefits

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# Stability

There will always be a need for insurance, even during a recession

Over 400,000 openings throughout the industry (all positions) over the next 5 years

The harder you work, the more you can earn

Opportunity for advancement

Demonstrate how you are investing in the candidate

***According to a recent Paychex survey, 30% of respondents perceived “job stability” as their most important motivator and 60% ranked it in the top 3.***

# Making a Difference

Insurance professionals help protect clients' assets and provide assistance after a loss

Agents and agencies are often active in supporting local community organizations and causes

The Insurance Industry Charitable Foundation (IICF) and McKinsey & Co. have said that the insurance industry increased charitable giving by an average of 15% each year since 2011 for a total of \$575 million in 2015.

As of November of 2017, the insurance industry contributed over \$28.7 million in local community grants.

***45% of employees in the same Paychex survey said they wanted to feel their work was meaningful and 33% wanted to "have a passion for their field".***



# Seven Seconds

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- ☐ List benefits first
- ☐ If using a job template, add benefits specific to your company (days of paid time off, flexible schedule, medical benefits, etc).
- ☐ List only true requirements. Will you train the right candidate? (license, train on management system, etc. )
- ☐ Bonus skills/nice to have listed next

## [Home](#) > [Getting Started](#) > Indeed Pay Transparency & Salary Estimates

Jul 7, 2022 ·

# Indeed pay transparency & salary estimates

Salary information on Indeed is displayed in search results, job descriptions, company pages & other surfaces across Indeed. Indeed automatically pulls salary details from job descriptions when present & formatted in a way our system can detect - [see formatting practices below](#).

Employers posting jobs directly on Indeed can input salary details when creating a job & some ATS's offer a field to input salary information when creating a job - see how to update section below for more details.

When salary information is not present or our system is unable to read the salary due to formatting, a salary estimate may be added to your job posting. More details on estimates & adding salary details can be found below.

## Why does Indeed use salary estimates?

Salary is one of the most important pieces of information that job seekers value when looking at a job, and having more insight into expected salary ranges is one of the top pieces of feedback that we receive from job seekers.

We encourage all of our employers to include a salary range in their job description.

Jobs posted without employer provided pay data may result in an Indeed estimate to be displayed.

In the event you would like to update the salary estimate shown on your role please follow the guidelines below to identify the best path based on your Indeed setup.

### Topics (2)

[Getting started](#)[Post a job](#)

## Getting started

[How to post a job on Indeed](#)[My job is not shown on Indeed](#)[Writing effective job descriptions and titles](#)[Managing candidates](#)[View All \(20+\)](#)

## Managing candidates

[Managing candidates](#)[How to send messages and schedule inter...](#)[How to use the Indeed scheduling tool to s...](#)[Best practices to avoid unresponsive candi...](#)[View All \(20+\)](#)

\$41,000 - \$62,000 a year Full-time

Easily apply

- Gain Expertise - Obtain knowledge beyond licensed **agent** training through sponsored course work, and proprietary **agent** development training.

Posted 30+ days ago

### Insurance Agent

Shelter Insurance 3.7 ★

Champaign, IL

Estimated \$50.6K - \$64K a year Full-time

- Around half of our new Shelter **Agents** have never worked in **insurance**; our **agents** have backgrounds ranging from real estate and retail **sales** to education and...

Posted 30+ days ago · More...

### Licensed Customer Service Agent

Calculated Hire 3.8 ★

Remote in Illinois

\$17.50 - \$18.32 an hour Full-time +1 8 hour shift

Easily apply Hiring quickly Hiring multiple candidates

- High-demand for **insurance** agents.
- Pick your path-captive **agents** and independent agents.
- Educate customers on **insurance** products and services recognizing cross...

Hiring ongoing

### Bowling Center Insurance Salesperson (no joke!)

Western Bowling Proprietors Insurance

Illinois

\$45,000 - \$150,000 a year Full-time Monday to Friday

Easily apply

- Dental **insurance** (100% paid by company).
- No **insurance** experience is necessary, but you cannot start without your P&C

### Insurance Agent

Shelter Insurance - Champaign, IL

You must create an Indeed account before continuing to the company website to apply

Apply on company site



### Job details

#### Job Type

Full-time

### Benefits

*Pulled from the full job description*

Relocation assistance

### Indeed's salary guide

- Not provided by employer
- \$50.6K - \$64K a year is Indeed's estimated salary for this role in Champaign, IL.

[Report inaccurate salary](#)

### Full Job Description

A company built to serve you. It's your career, Shelter it!

We are seeking an exceptional entrepreneur to make a difference in Champaign, IL and become our newest Shelter Insurance Agent.

- Do you have a desire to meet new people, develop new contacts, and become known in your community?
- Are you passionate about serving your community?
- Do you want to grow your sales, business, and networking skills to new heights?
- Would you like to do what you love and love what you do?
- Do you have a desire to control your own income?
- Have you wanted to start your own business but extreme start-up costs stopped you in your tracks?

If you answered "yes" to these questions, then you owe it to yourself to learn more about becoming a Shelter Insurance® Agent.

At Shelter, we do not require a previous background in the insurance industry. While the experience is a plus, it is far from a necessity. Around half of our new Shelter Agents have never worked in insurance; our agents have backgrounds ranging from real estate and retail sales to education and coaching.

What is required? A motivated attitude, an entrepreneurial spirit, and skilled capacity for effectively communicating with clients in a sales atmosphere.

# Benefits



Source: Deloitte analysis.

# Financial Benefits

## Compensation

- What is the competition offering?
- What about other local businesses? (grocery, hospitality, fast food have increased to attract more employees)
- Watch for pay compression that could impact retention of current employees
- Consider new bonus or incentive opportunities

## Benefits

- Health, dental, vision, access to voluntary benefits programs (accident, cancer, etc.)
- Retirement/401k (all employers with 5 or more employees must offer their own program or provide access through Secure Choice)



# Flexibility & Wellness

*Flexibility in work hours and schedule ranked #1 by 35% of respondents and in the top 3 for 70% of respondents to Paychex survey.*



- Flexible or staggered starting/ending times
- Off early on Friday or every other Friday
- Floating holiday
- Time off for community service



Wellness benefits for a small agency could include having someone come in to speak about financial planning, managing stress, and more.



Larger organizations may have an Employee Assistance Program administered by a third party.

## Discussion

What would your employees say is the best benefit to working for your agency?



# The Candidate Experience

***The average time in the insurance industry to contact candidates, according to CareerPlug is less than 1 day.***

Are you making contact with every candidate within one day?

- Use templates offered by job boards or posting services to send a quick acknowledgement with an idea of the timeline and next steps
- Most are mobile friendly, so set time to do this at least once a day.
- If you aren't texting, you should be – it's easy to keep candidates engaged throughout the process

## Text Messages...

are opened

**4.9x**

more than  
email

receive

**7.5x**

more responses  
than email

are responded to

**60x**

faster than  
email

# How do we keep good employees?

## Onboarding

Introduce new employees to the team, carrier reps and anyone who could serve as a mentor or resource.

## Training

Drinking from a fire hose – break down what new hires need to know into manageable bits.

Develop a schedule and spread training over time.

## Communication

Keep communication going, check-ins to see where more support and training could be needed .

## Career Paths

Develop steps for each position to add more responsibility.

Assistant, administrator, manager. Junior/Senior level.

Entry-level roles are a great way to vet candidates and identify those who have what it takes to advance.



# A New Approach

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*Opportunities  
for career  
advancements,  
skills  
development  
rank high for  
employee  
retention,  
particularly  
among  
millennials*

Have you checked your own staff?

- You could have service staff that would be great at sales, they just haven't been asked or maybe haven't considered it.
- Skills and personality assessments, like Caliper and others, can help you determine if there are individuals on your team that have a high motivation for sales or leadership.

## Consider technology or outsourcing

Technology solutions can solve many common challenges by automating processes that take up too much valuable employee time.

Services like WAHVE can provide licensed remote employees for customer service roles as well as accounting and marketing.

Virtual assistants can provide remote solutions for non-licensed activities such as data entry, issuing certificates and policy review



Discussion

What alternative  
solutions have you  
tried or considered?

# Build the Talent Pipeline



TALK TO HIGH SCHOOL  
STUDENTS



SPONSOR LOCAL EVENTS



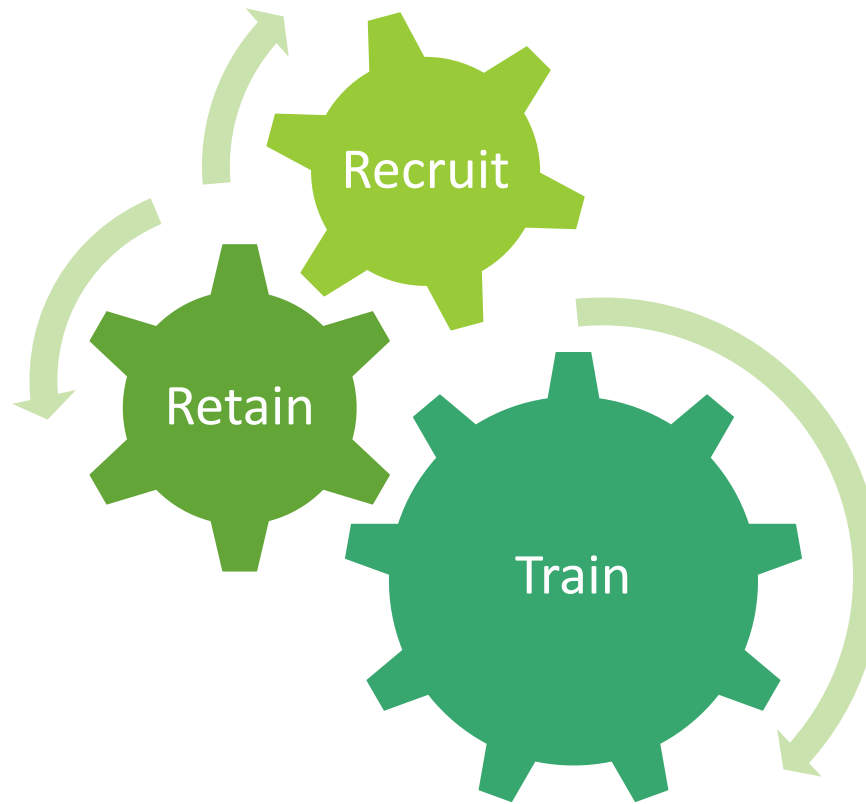
MENTOR YOUTH  
THROUGH VARIOUS  
ORGANIZATIONS



CREATE AN INTERNSHIP  
PROGRAM FOR YOUR  
AGENCY

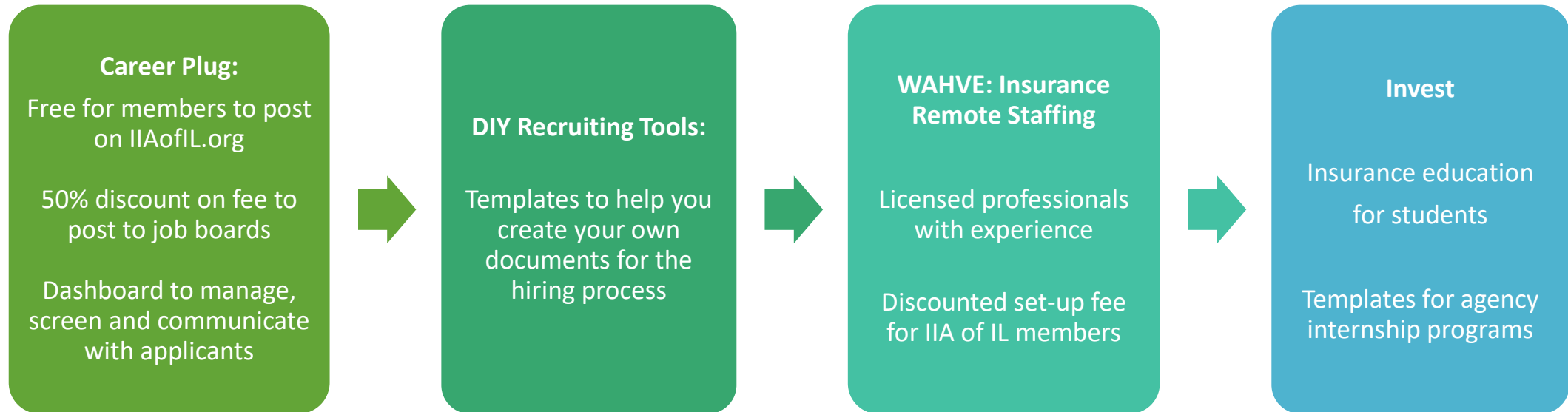
# IIA of IL Resources

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# Recruit

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# Train

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## **Pre-Licensing Courses**

Member rates on virtual pre-licensing program  
(hybrid, in-classroom option coming soon)

## **New Hire Training**

On demand, learn at your own pace on My Agency Campus  
General insurance education or coverage-specific programs

## **Scholarship Opportunities**

Scholarship opportunities available on our website and an exciting new scholarship will be announced soon!

## **Designation and General CE**

Virtual classes offer unlimited opportunities to earn compliance credits (ethics offered monthly) and Designation programs to develop the skills on your team.

# Retain

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Big “I” Employee Benefits & Retirement Programs



HR Solutions from Affinity HR (through Big “I” Hires)



Legal Services Consultation with Hepler Broom