



## Why FLEX?

Beat a Specific  
Price

Increase Closing  
Ratios

Promote  
Retention

Cross Sell

Call Backs

**FLEX Rate allows you to adjust (FLEX) your commission up or down to adjust the end price on a policy.**

***Here are some scenarios that are ideal for FLEXING:***

- 1. To Beat a Specific Price** - Ever lose a sale over \$5 or \$10 a month? Having trouble competing against a preferred or direct writer? With FLEX Rate, you can lower your commission to close the sale, and you can raise it back up at renewal if desired.
- 2. To Increase Closing Ratios** - What would you rather have...two policies at a 20% commission rate or ten policies at 10%? What's better – a sale at a lower commission rate or no sale at all? Flex Rate is the tool to use for closing more sales!
- 3. To Promote Retention** - Write a policy at the standard commission rate and select a lesser percentage for renewal. Let the customer know that at renewal, their end price will drop granted there are no company rate changes or changes to their risk profile.
- 4. To Cross-Sell** - Working on a big homeowners or commercial account? Offer to throw in the auto policy at a low - or even no commission to sweeten the deal on that bigger account.
- 5. For Call Backs** - Call backs are a vital activity of every successful agency. Use FLEX Rate during your callbacks and offer your client a lower end price. Turn those quotes into sales!