

*How much
is my
agency
worth?*

*I want the
agency I built
to continue
after I retire,
but I need help.*

*How can I
maximize
the value of
my agency
when I sell?*

*How can I
protect my
family should I
die or become
disabled?*

PIA of VA & DC and
The PIA Partnership present
a groundbreaking seminar for independent agents

Agency Journey Mapping

**a perpetuation/succession program
for current and future agency owners**

Join us for detailed answers to these questions.

Maximize your agency asset and take control of your agency's transition.

LIVE AGENCY JOURNEY MAPPING SEMINAR

Tuesday, May 22

8:30a.m. – 12:30 p.m.

Course #217747 4hrs OGI – Agency Journey Mapping

PIA of VA & DC, 8751 Park Central Drive, Suite 140
Richmond, VA 23227

Register here: www.piavadc.com

The Partnership





Agency Journey Mapping

Seminar Synopsis: Every agency will eventually perpetuate at the death, disability or retirement of its owners. Yet few agencies adequately prepare for perpetuation and fewer understand the principals of valuation to properly calculate their business' value in succession or perpetuation.

This seminar will explain the means and methods of determining agency valuation based on cash flow potential and future earnings potential.

The seminar then expands to identify how agencies may plan for their own internal or external succession to achieve the goals of the perpetuator, the successor, and the staff and clients of the agency.

Join us to learn about:

- Agency Valuation
- Internal Perpetuation Methods
- External Perpetuation Methods
- Contingency Buy/Sell Agreements

Learn how to create a perpetuation plan for your agency to:

- maximize your retirement income when you leave your agency
- protect your family's income should you die or become disabled

We'll show you how and give you the tools to do it!

Post-seminar support for attendees:

- 30 minutes of free consultation with seminar presenter Al Diamond, President, Agency Consulting Group, Inc. (agency owners)
- A resource library you can use to value your agency and create your agency perpetuation plan
- An on-demand version of the seminar to share with colleagues

About This Seminar: Agency Journey Mapping is one of the newest offerings made available by The PIA Partnership (www.ThePIAPartnership.com). Live seminars are hosted by PIA affiliate associations and the insurance companies who support independent agents by participating in The PIA Partnership. Content is provided by Al Diamond and his colleagues at Agency Consulting Group, Inc.