

# Link Insurance Branch Partner Program

Your customers · Your business · Your independence



**LINK INSURANCE**

# Why Partner With Link Insurance?

Link is one of the most diverse, reputable independent brokerages in Alberta with 9 branch partners across the province. Comprised of business-minded brokers, branch partners can enjoy a lucrative career that's flexible and independent. We are currently looking to grow our regional footprint with additional branches in the province.



**Build Equity, Grow Your Income**



**Full Support**



**Technology**



**Insurer Market Access**

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Learn more about becoming a Link Insurance Branch Partner.





## Build Equity, Grow Your Income

As a Branch Partner, you will earn 75% commission on every policy you sell and be eligible to earn up to 90% commission (based on your volume). You will also own 75% of your total book of business. As a branch partner, you'll have the opportunity to enjoy the fruits of your hard work when you sell your business.

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# Full Support

We've served Albertans for over 37 years. As a Branch Partner, we give you a head start with your brand presence, and help you grow your Branch Partner office. You will have access to a myriad of resources including:

- Latest digital technology for all client and lead management needs.
- Mobile app and portal for your clients to access their policy 24/7.
- Marketing and communications content assistance for all your email marketing & social media platforms.
- Sales campaign consultation and delivery.
- Assistance with electronic or direct mail content design and printing.
- Quality underwriting review support - help prevent costly E&O claims.
- Coverage under our corporate \$10M E&O policy.
- Personal & commercial insurance quote submission and risk placement assistance.
- HR help with employment contracts for employees you hire as your business grows.
- Comprehensive training modules to keep you current in knowledge on the products you're selling.
- Plus many more perks!

You will have the freedom of owning your own business. You will also have peace of mind knowing you have a full Link team to help power your new business.

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## Our Award-Winning Technology

Link Insurance is part of the Sharp Group of Companies. This partnership means we have access to the most innovative technology released by our sister company, Trufla Technology.



### MyLink Insurance Mobile App And Portal

Your customers will receive the customer service mobile app and portal, which gives them 24/7 access to their insurance. Take the stress out of brokering, and empower your customers to do their insurance, on their terms.



### Optimized Website And Online Quoting

We have a brand new, industry-leading website with insurance-centric functionality that includes optimized quote forms, real-time tenant and commercial policy quotes, branch-partner location pages, and more. We have one of the most sophisticated broker sites in Canada, through our partnership with Trufla Technology and APOLLO Exchange.



### Lead Management Platform

Keeping track of all your leads from status to follow-ups can be daunting, causing you to miss out on a sale. We know how important it is to grow your book of business, which is why each Link Insurance partner will have the ability to subscribe to truLeads. TruLeads is an insurance-specific lead management platform that has been proven to increase bind ratios by 200%.

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# Insurer Market Access

We have strong, well-established relationships with our insurer partners. Market diversity and stability is key to any broker's success. We work diligently to develop and maintain these crucial partnerships. The advantage of becoming a Link Branch partner is providing your customers with choices through our insurer contracts.

AVIVA Insurance

intact INSURANCE

SMI SARASWATHI MUTUAL INSURANCE COMPANY

SGI CANADA

PEM BRIDGE<sup>®</sup> INSURANCE COMPANY

Portage Mutual Insurance

CHUBB<sup>®</sup>

LLOYD'S

canSURE

APOLLO

SUM STRATEGIC UNDERWRITING MANAGERS INC

PREMIER marine

tugo

Allianz Assistance

AMI AUTOGLASS INSURANCE

april

Burns & Wilcox CANADA

LIONS GATE UNDERWRITING

Guardian RISK MANAGERS

MILNGO INSURANCE BROKER SOLUTION CENTRE

PAL CANADA LTD.

TRINITY UNDERWRITING

HAGERTY<sup>®</sup>

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## Your Success Journey Starts Here

Link Insurance offers you a pathway to entrepreneurial success! You'll be surrounded by like-minded entrepreneurs who are equally passionate about building a quality book of business and providing exceptional client service. We have all the tools you'll need to succeed in building a profitable insurance portfolio and are well equipped to help position you for success. To learn more about becoming a Link Branch Partner, contact us at [info@linkinsurance.ca](mailto:info@linkinsurance.ca), or click on the following link: [Click here to become a Link Insurance Branch Partner.](#) ▶

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# Conservative Estimation of Revenue for New Branch Partners

The following chart is based on:

- An average commission of 15%.
- 80% annual client retention.
- If \$500,000 in new business is written in Year 1.

	New Written Premium	Gross Commission	Branch Partner Commission		Equity Conversion Est Of 2x Multiple	Equity Conversion Est Of 3x Multiple	Link Commission
<b>Year 1 New Business</b>	\$500,000	\$75,000	<b>Year 1 Earnings</b>	\$56,250	\$112,500.00	\$168,750.00	\$18,750
Retention At End Of One Year	\$400,000	\$60,000		\$45,000			\$15,000
<b>Year 2 New Business</b>	\$500,000	\$75,000		\$56,250			\$18,750
Approximate Revenue Total After Two Years	\$900,000	\$135,000	<b>Year 2 Earnings</b>	\$101,250	\$202,500.00	\$303,750.00	\$33,750
Retention Of Combined At End Of Two Years	\$720,000	\$108,000		\$81,000			\$27,000
<b>Year 3 New Business</b>	\$450,000	\$67,500		\$50,625			\$16,875
Approximate Revenue Total After Three Years	\$1,170,000	\$175,500	<b>Year 3 Earnings</b>	\$131,625	\$263,250.00	\$394,875.00	\$43,875
Retention Of Combined At End Of Three Years	\$936,000	\$140,400		\$105,300			\$35,100
<b>Year 4 New Business</b>	\$405,000	\$60,750		\$45,563			\$15,188
Approximate Revenue Total After Four Years	\$1,341,000	\$201,150	<b>Year 4 Earnings</b>	\$150,863	\$301,725.00	\$452,587.50	\$50,288
Retention Of Combined At End Of Four Years	\$1,072,800	\$160,920		\$120,690			\$40,230
<b>Year 5 New Business</b>	\$364,500	\$54,675		\$41,006			\$13,669
Approximate Revenue Total After Five Years	\$1,437,930	\$215,595	<b>Year 5 Earnings</b>	\$161,696	\$323,393.00	\$485,088.75	\$53,899
			<b>Combined 5-Year Total</b>	\$601,684			
			<b>Average Per Year Over Five Years</b>	\$120,337			



# Aggressive Estimation of Revenue for New Branch Partners

The following chart is based on:

- An average commission of 15%.
- 85% annual client retention.
- If \$800,000 in new business is written in Year 1.

	New Written Premium	Gross Commission	Branch Partner Commission		Equity Conversion Est Of 2x Multiple	Equity Conversion Est Of 3x Multiple	Link Commission
<b>Year 1 New Business</b>	\$800,000	\$120,000	<b>Year 1 Earnings</b>	<b>\$90,000</b>	<b>\$180,000.00</b>	<b>\$270,000.00</b>	<b>\$30,000</b>
Retention At End Of One Year	\$680,000	\$102,000		\$76,500			\$25,500
<b>Year 2 New Business</b>	\$1,200,000	\$180,000		\$135,000			\$45,000
Approximate Revenue Total After Two Years	\$1,880,000	\$282,000	<b>Year 2 Earnings</b>	<b>\$211,500</b>	<b>\$423,000.00</b>	<b>\$634,500.00</b>	<b>\$70,500</b>
Retention Of Combined At End Of Two Years	\$1,598,000	\$239,700		\$179,775			\$59,925
<b>Year 3 New Business</b>	\$1,500,000	\$225,000		\$168,750			\$56,250
Approximate Revenue Total After Three Years	\$3,098,000	\$464,700	<b>Year 3 Earnings</b>	<b>\$348,525</b>	<b>\$697,050.00</b>	<b>\$1,045,575.00</b>	<b>\$116,175</b>
Retention Of Combined At End Of Three Years	\$2,633,300	\$394,995		\$296,246			\$98,749
<b>Year 4 New Business</b>	\$1,125,000	\$168,750		\$126,563			\$42,188
Approximate Revenue Total After Four Years	\$3,758,300	\$563,745	<b>Year 4 Earnings</b>	<b>\$422,809</b>	<b>\$845,618.00</b>	<b>\$1,268,426.25</b>	<b>\$140,936</b>
Retention Of Combined At End Of Four Years	\$3,194,555	\$479,183		\$359,387			\$119,796
<b>Year 5 New Business</b>	\$843,750	\$126,563		\$94,922			\$31,641
Approximate Revenue Total After Five Years	\$4,038,305	\$605,746	<b>Year 5 Earnings</b>	<b>\$454,309</b>	<b>\$908,619.00</b>	<b>\$1,362,927.94</b>	<b>\$151,436</b>
			<b>Combined 5-Year Total</b>	<b>\$1,527,143</b>			
			<b>Average Per Year Over Five Years</b>	<b>\$305,429</b>			