

# Potential **Benefits** to **Buying or Merging** Agencies:

- Multiply production and earn higher contracts
- Increase revenues so that you can hire better or additional talent
- Add talent through acquisitions – sales leaders, operations leaders, executives, marketing, etc.
- Reduce expenses by sharing the cost of employees, rent, leases and equipment contracts
- Incorporate an element that your agency is missing – technology, operations, sales programs and distribution
- Gain additional revenue sources from older agencies with life and health renewals
- Increase size and scale for long-term value
- Create a more appealing agency to sell at some point in the future
- Focus on your health – overworked agency owners may be prone to health concerns that could force them into retirement
- Gain new energy for your business
- Build the foundation of a long-term exit strategy