

Annual Review Strategy to Keep Every Insurance Client



The Passive Agency Problem

Most agencies treat client retention as a passive activity. Renewals just happen. The system runs itself.

Then carriers tighten networks, a competitor calls, and clients quietly disappear.

The annual review is what closes that gap.



The Highest Leverage Activity

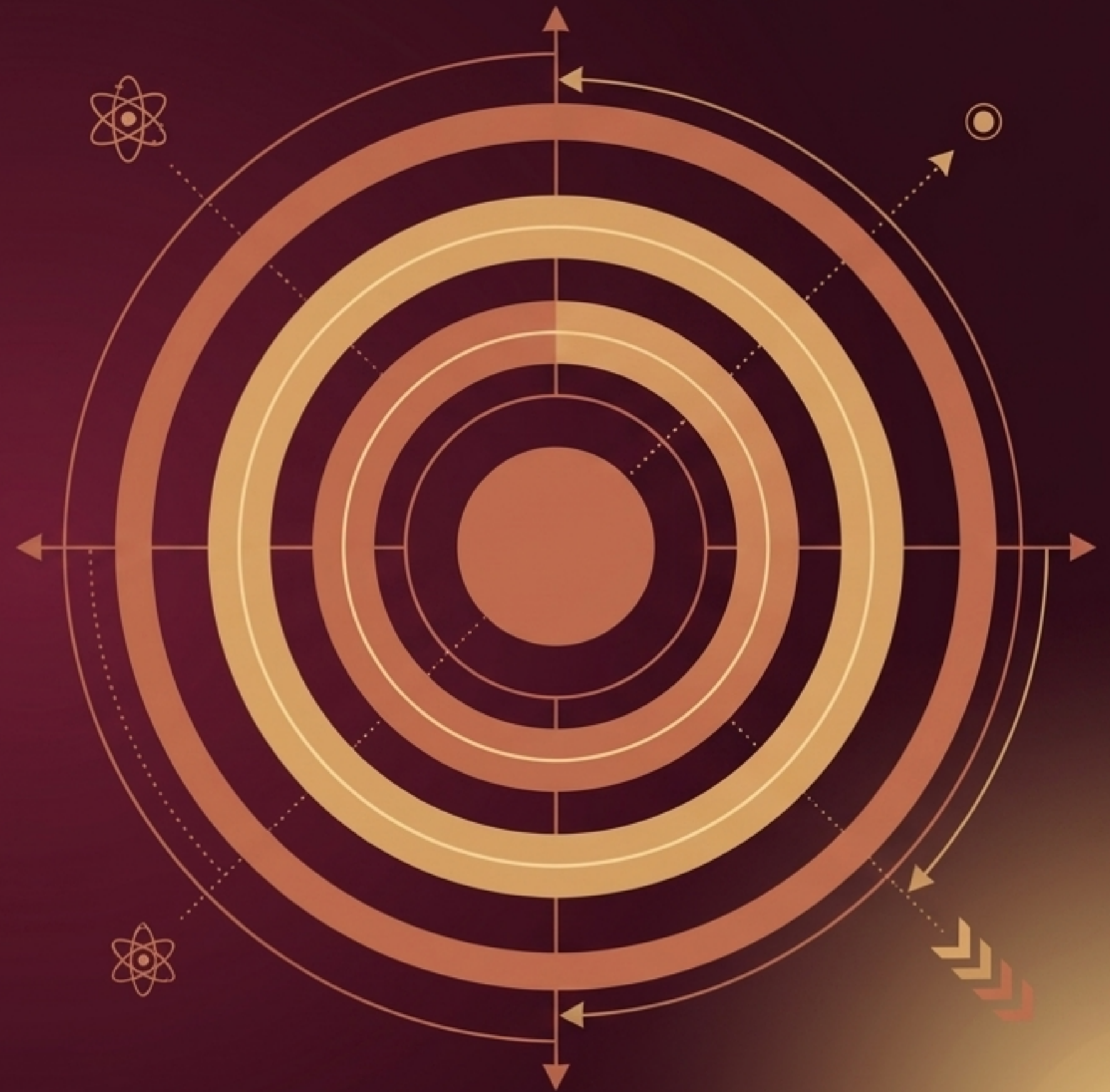
The annual review isn't a calendar entry or a courtesy call. It's the single highest leverage retention activity in your agency, and it's where most agents leave money and clients on the table.

93 - 95%

Retention with an annual review system

84%

Industry average retention



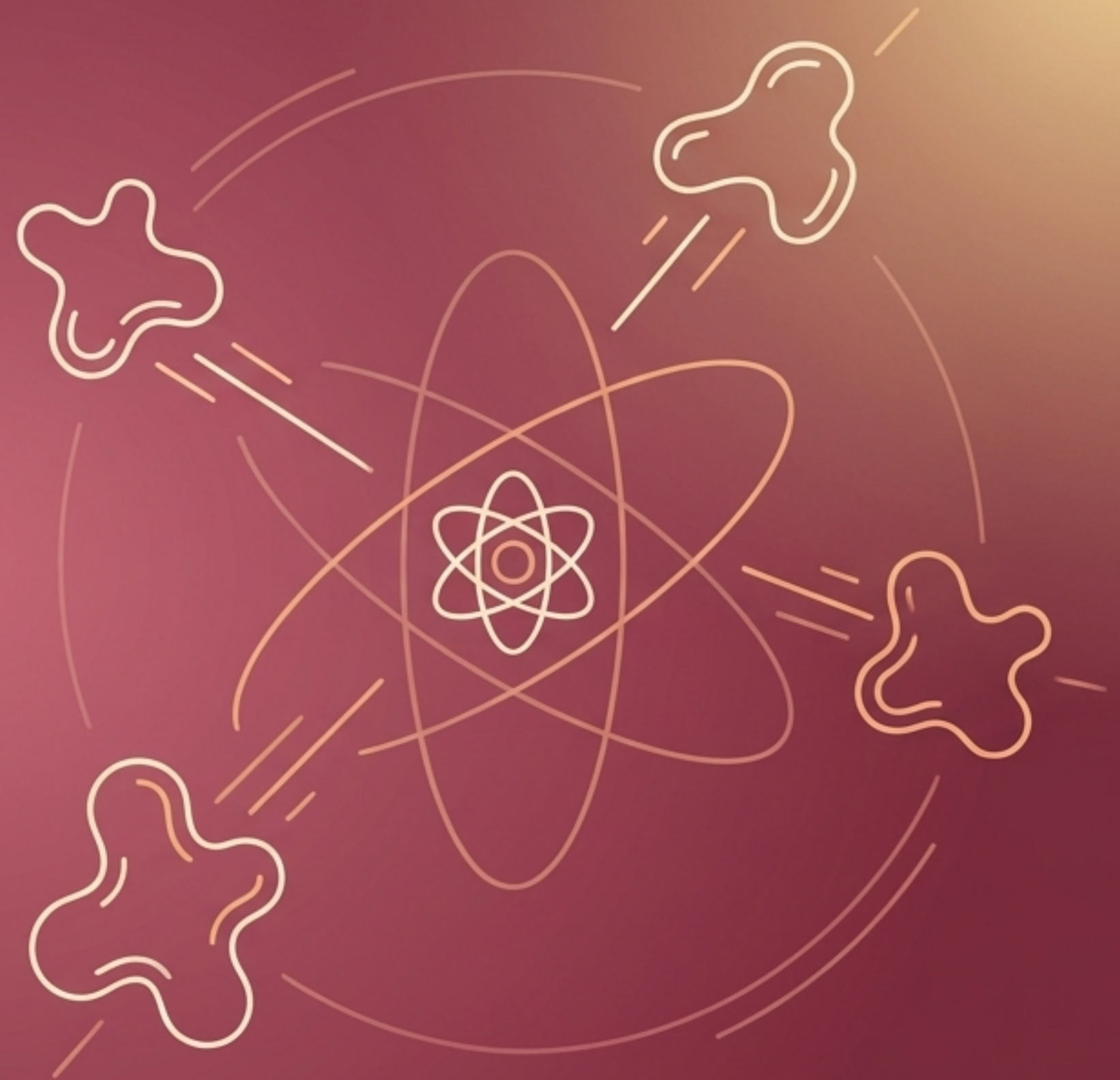
Why Clients Actually Leave

They feel forgotten by the agency.

Their situation changed and you didn't know.

A coverage gap surfaced at the worst possible moment.

A competitor reached out before you did.



The Compounding Math of Retention

A book that retains at 95% doubles in lifetime value compared to one that retains at 85%. The annual review is the lever. The system around it makes the lever pull every time.

The Treadmill

Losing 15% of a book means replacing departures just to stand still.



The Compounding Arc

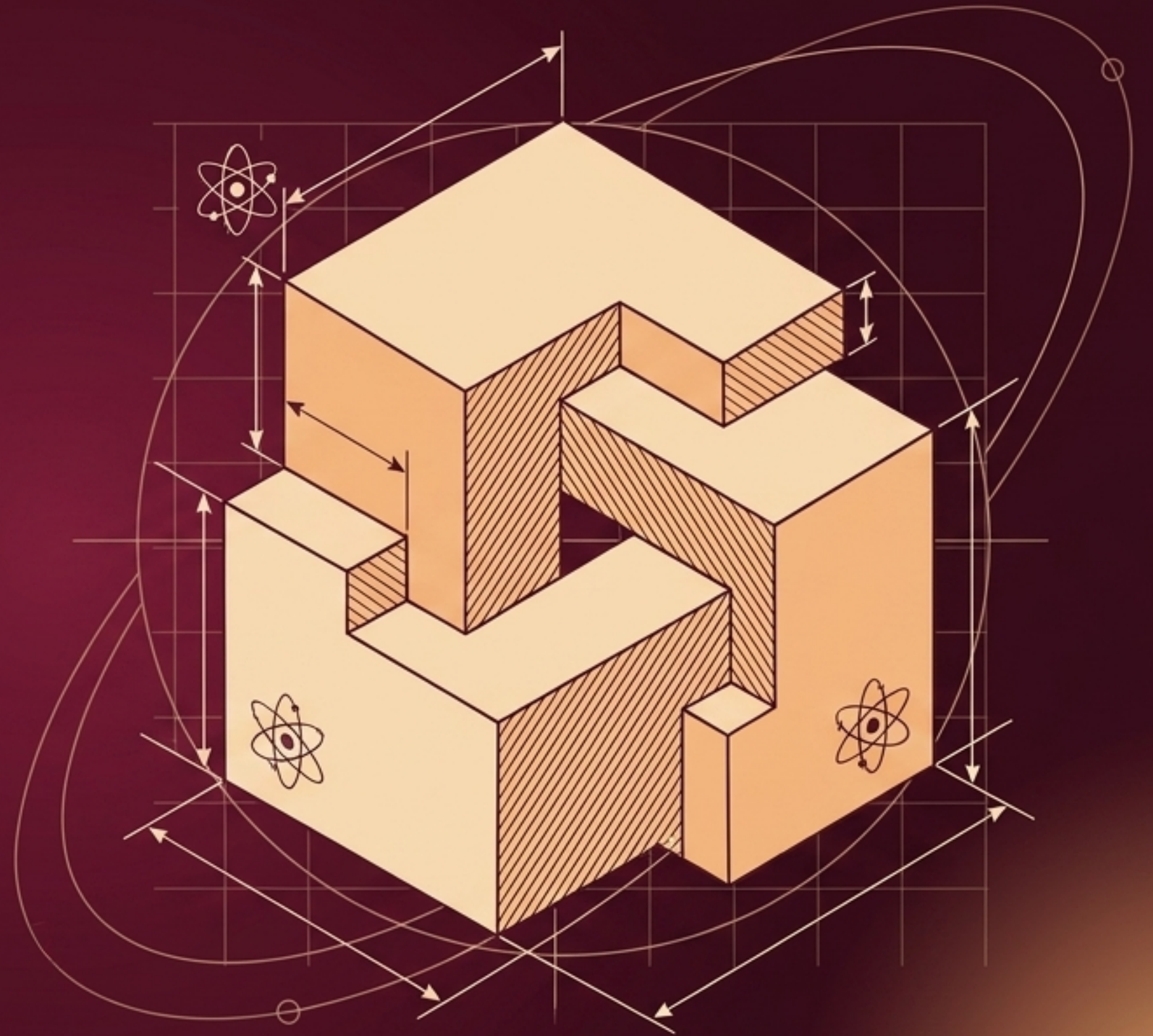
Retaining 95% means the agency grows on top of itself.



The Three Non-Negotiables

Three things make annual reviews actually work. Get these right, and your retention numbers stop being a question:

1. Cadence and structure are mandatory.
2. The conversation has a defined agenda, not a casual chat.
3. Follow-through is documented, scheduled, and tracked.



The Tiering System: A Tier

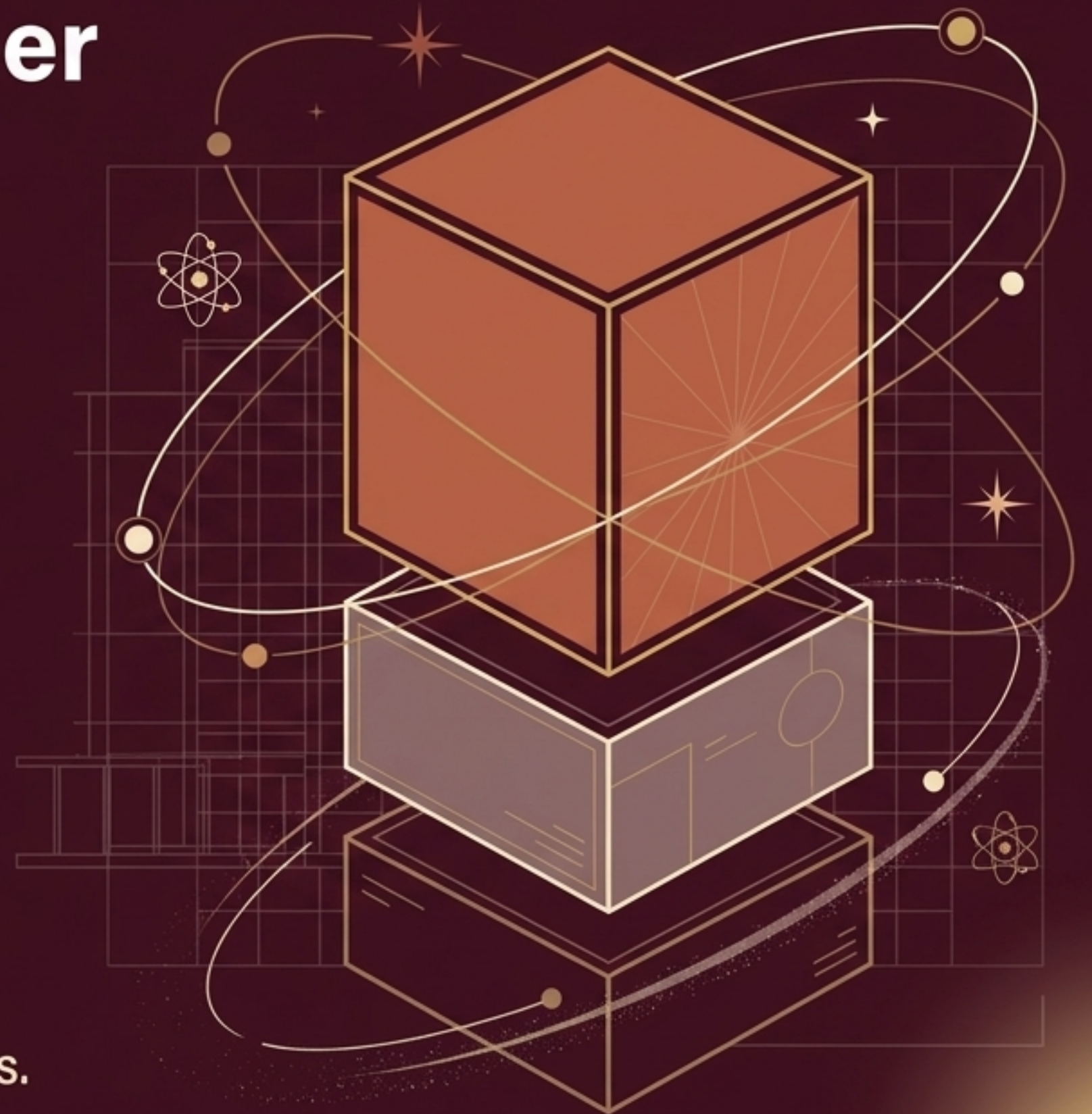
Start with cadence. Build your book into three tiers. This is resource allocation, not elitism.

A Tier represents 30% to 50% of your time. They refer, consolidate household coverage, and trust you with bigger decisions. Treat them like the strategic relationships they are.

Top 20%

By revenue, complexity, or strategic fit

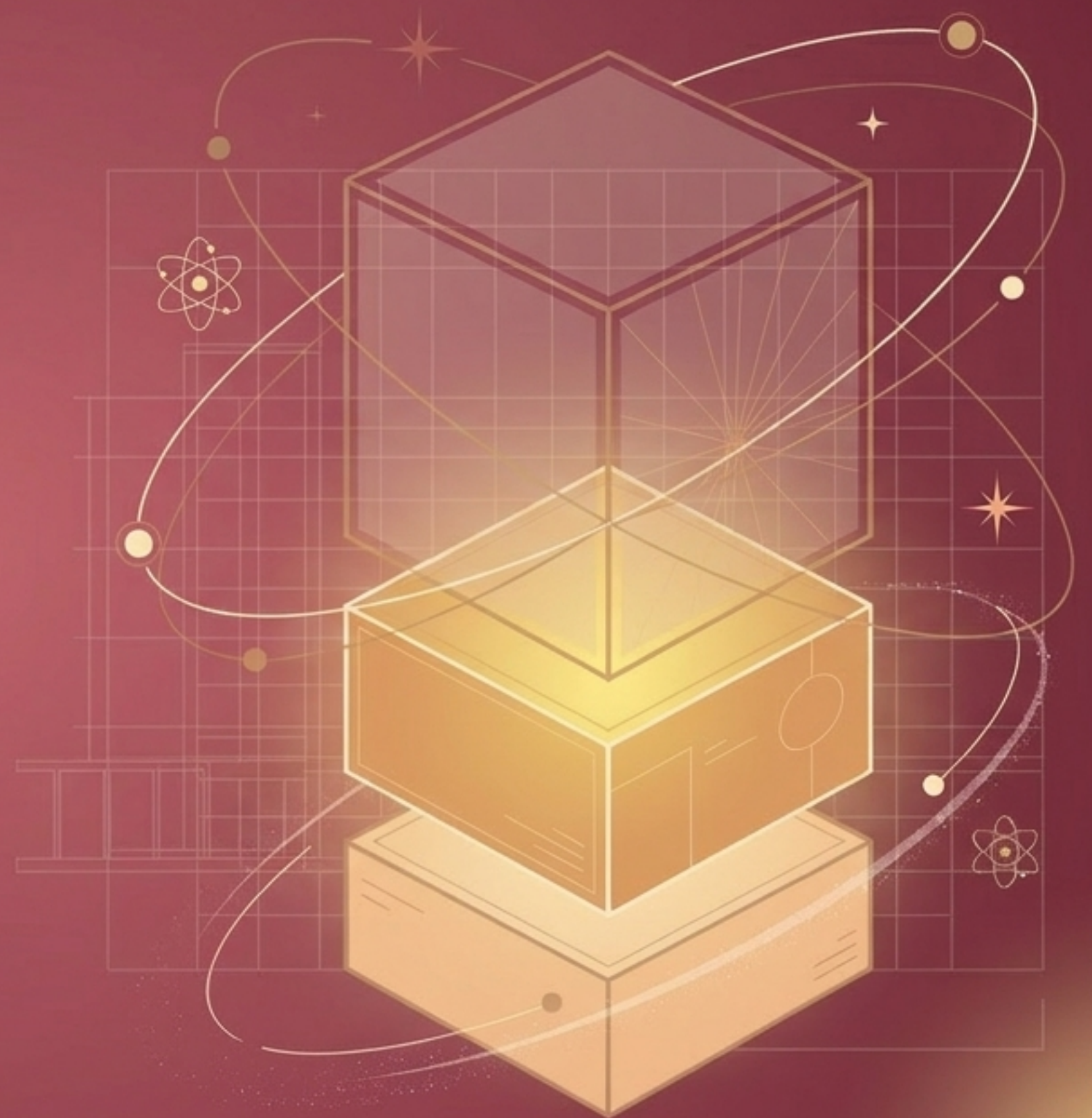
Cadence: Two reviews per year + quarterly check-ins.



The Tiering System: B and C Tiers

The rest of the book still gets a real review, handled at a level that matches the relationship.

- B Tier (Middle 60%): One thorough annual review plus a mid-year touch.
- C Tier (Bottom 20%): One annual review handled efficiently, often by phone or virtual.



Control the Timing

Schedule the reviews 30 to 60 days before the policy anniversary or annual enrollment window, not at renewal itself. By the time a renewal notice hits, the conversation is reactive. Done early, you control the conversation, anticipate market changes, and set the agenda before the letter arrives.



Automating the CRM System

Use a reliable scheduling system. Most agency management systems can flag upcoming anniversaries automatically. The review isn't optional. The system should treat it as a required touchpoint, not a nice-to-have.

A Tier: Reminder fires 60 days out.

B and C Tier: Reminder fires 45 days out.

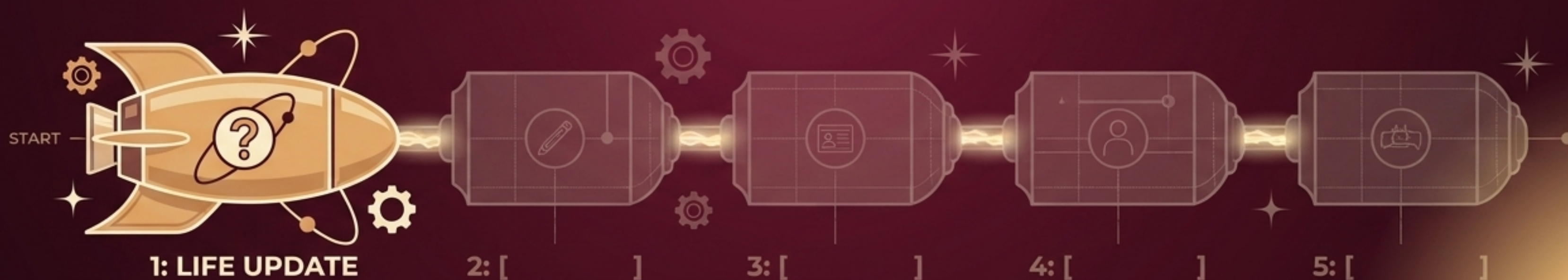


The 5-Part Agenda: Life Update

Without a defined agenda, the meeting wanders. Use a five-part structure for every review.

- Part 1: Life Update. Open with one question: What's changed in the past year? (New job, home, child, diagnosis, retirement).

Five minutes of listening here can surface six months of conversations.

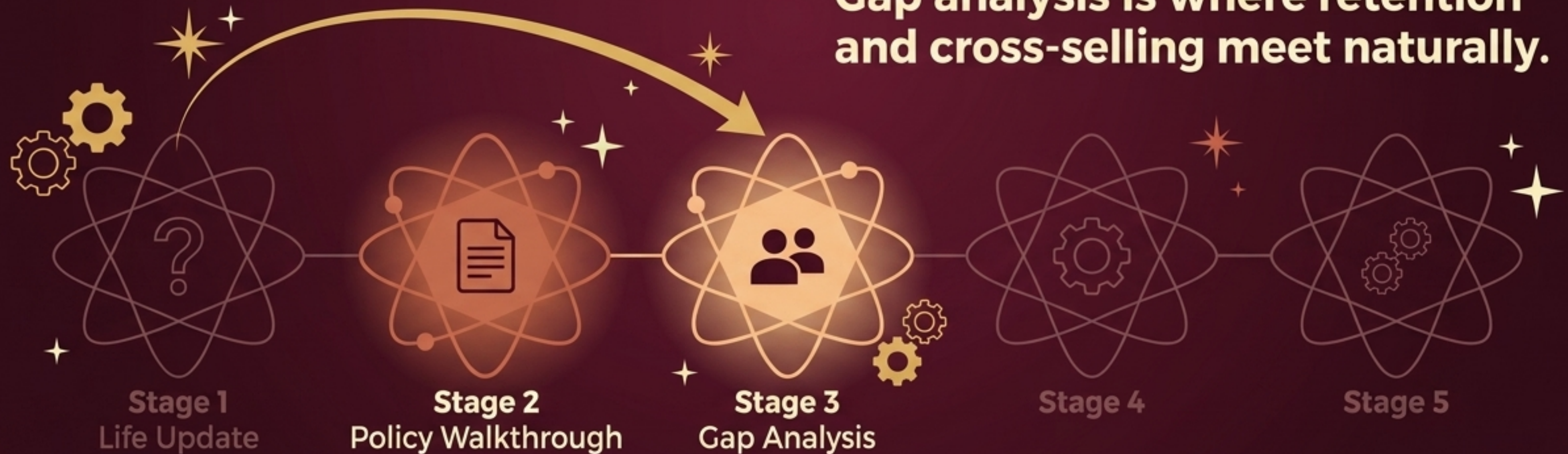


The 5-Part Agenda: Policy & Gaps

Part 2: Policy Walkthrough. Walk through their coverage in plain language. They need to feel the coverage before they evaluate the price.

Part 3: Gap Analysis. Tie the life update directly to the coverage (e.g., a new child leads to beneficiary designations).

Gap analysis is where retention and cross-selling meet naturally.



The 5-Part Agenda: Context & Action

- **Part 4: Market Context.** Preempt renewal sticker shock. Context turns frustration into appreciation. The price conversation lands differently when framed by regional averages.
- **Part 5: Action Items.** Close with specific next steps. Document updates, applications, and the next scheduled touchpoint.



Walkthrough: Susan's Baseline

Let's look at this in practice. Susan runs a five-agent agency on the East Coast. She built a structured annual review system and transformed her book within three years.

Baseline (5 Years Ago)

83% Retention.

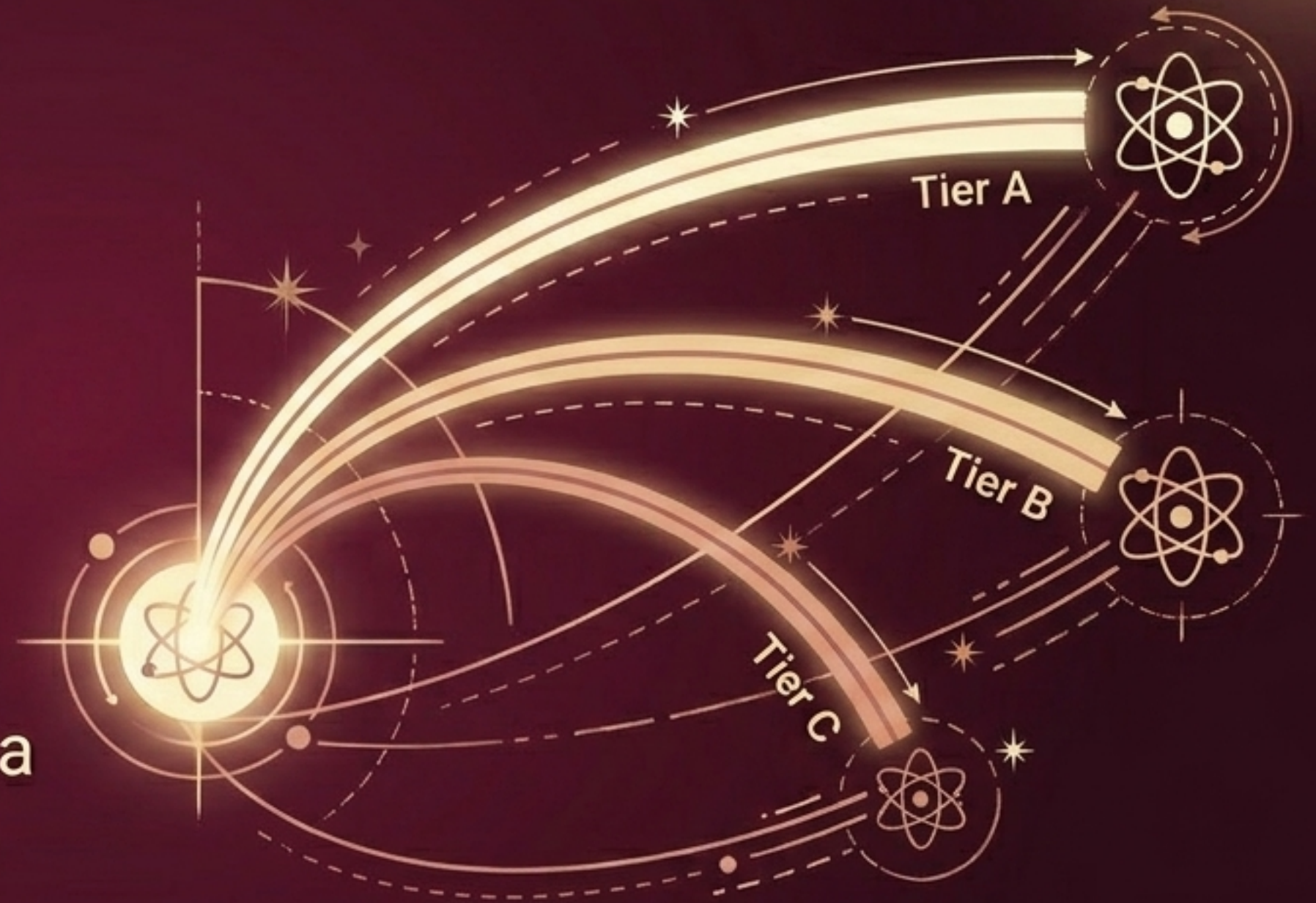
System Result (3 Years Later)

94% Retention + 1 cross-sell added per review across her A tier.

Execution Mechanics

How she built it:

- **Tiered the Book:** A (Top 20%), B (Middle 60%), C (Rest). Every client assigned to a producer.
- **Calendar Automation:** Tasks fired 60 days before policy anniversaries.
- **Matched Effort:** A Tier received in-person/video. B Tier received a 30-minute call. C Tier received a 15-minute structured call.



The Compound Effect

She standardized the 5-part agenda, used a printed one-page guide, and tracked outcomes. Three years in, the results compounded:

- Retention rose 11 points.
- Cross-sell revenue grew from newly visible gaps.
- Referrals from A Tier increased.

The same book produced significantly more revenue with the exact same headcount.

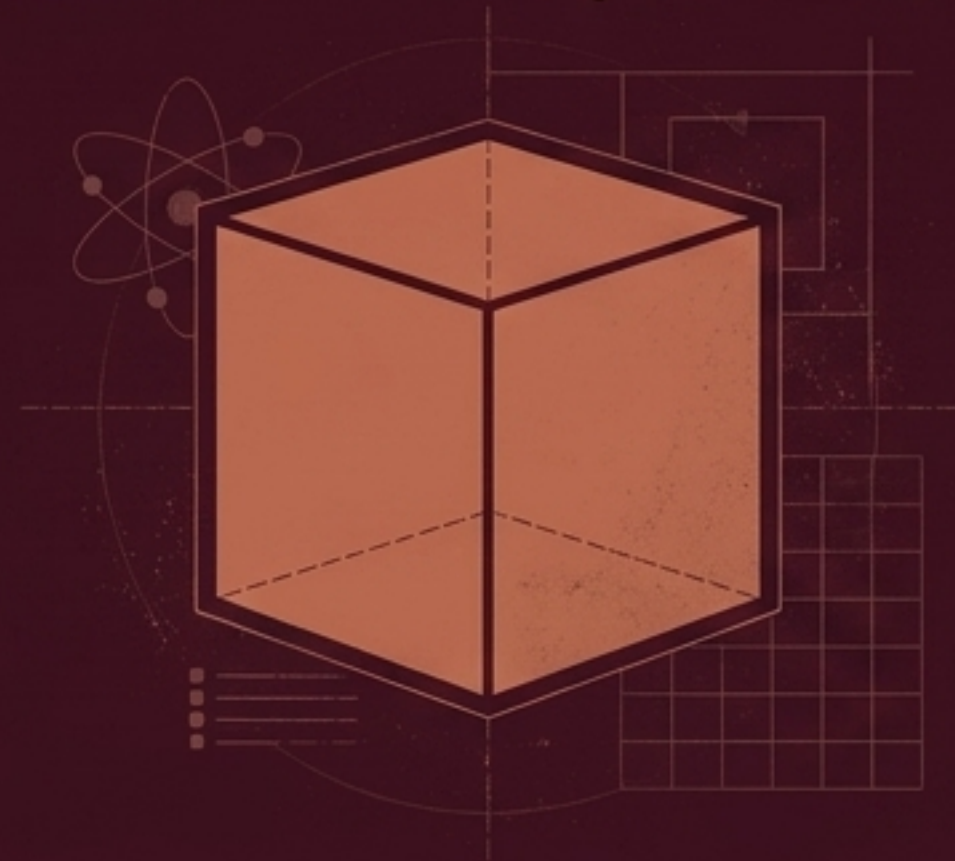


Pitfalls: Review vs. Renewal

A common mistake is reviewing only the policies you sold them. Ask about policies held elsewhere—clients consolidate with the agent who asks.

The Renewal Call

Reactive. Transactional. Narrow focus. Misses the point entirely.



The Annual Review

Proactive. Strategic. Broad household focus. Controls the timing.



Pitfalls: Slipping & Forgetting

- **Letting reviews slip on busy clients:** The hardest to schedule are often the ones who matter most. Clients who skip reviews quietly are often quietly considering a move. Be persistent.
- **Forgetting to log everything:** A review without documentation is a conversation that disappears. All notes live in the CRM, not a producer's memory.



Action Step: The Next 90 Days

This week, execute the foundation:

- **Tier Your Book:** Pull a list of every active client. Assign A, B, or C based on revenue, complexity, and relationship.
- **Build the Calendar:** Pull every client whose anniversary falls in the next quarter. Schedule the review now, 60 days out.



Build the System. Run It.

Design your one-page review agenda. Use the five parts, write it in plain language, and send it to clients before the meeting.

Retention isn't a marketing problem. It's a discipline problem. Build the system, run it every quarter, and your book will compound.