



## A Mission and a Purpose Make All the Difference

### Would you agree?

The perception of the insurance industry is that it never changes and that all brokers are the same. Frankly, this could not be further from the truth. In fact, there is much that separates brokers and brokerage firms (i.e. insurance agencies). There are bad, average, good and excellent brokers and firms, just as in any business. This is also why the “Market Selection” custom for shopping insurance is such a bad practice, as we discussed in a prior Bowermaster White Paper. Some questions you should ask your broker to determine their level of competence and abilities might include:

- What contributions can you make to our profit, EBITDA and shareholder value?
- Aside from the insurance transactions and claims payments, how can you improve our quantifiable business results and Key Performance Indicators?
- How can you help our company control financial leakage and recapture those costs to reinvest into our operations and growth?
- How specifically will you approach our business? What is your process and what will our client experience be?
- What does your firm stand for? What differentiates you from the industry?
- What is your experience with our industry?
- How will you communicate and interact with us?
- What is your approach to coverage analysis and recommendations?
- What is your insurance marketing and negotiation process?

You will notice that none of the questions ask about coverage, premium or insurance companies, areas on which is what most insurance brokers and customers focus on. The truth of the matter is, all reputable and experienced insurance firms represent the same insurance companies/markets. The questions are more about the philosophy, experience, resources, processes and ultimate impact the broker can deliver to your operation. Choose your broker based on how they answer these questions, and you will improve your protection, operational efficiencies, costs and bottom-line for the long-term. Of course the broker must consistently deliver, but that would be another issue altogether.

At Bowermaster we have a Mission and Purpose Pledge, which guides our client service experience and client impact. At Bowermaster we are about providing *real* positive impact, which is more than just added value.



### **Bowermaster’s Mission:**

Bowermaster is a trusted strategic partner dedicated to impacting Client Net Worth, while changing the perception of insurance brokers...one client at a time.

### **Bowermaster’s Purpose Pledge:**

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| What | Bowermaster’s purpose as a firm is to help you reduce your costs and improve your productivity, EBITDA, and/or ownership valuation. At the same time, we want to ensure that your well-being, protection and operational efficiencies are maximized. |
| How  | Bowermaster does this by finding and attacking the financial leakage and exposures that potentially exist inside your business and operation today.  |
| Why  | Bowermaster’s results provide you the benefit of a stronger organization, while recovering wasted capital that can be used to finance your growth and improve your bottom-line.  |

Our Mission and Purpose vividly describe our core priorities and principles when it comes to delivering for our clients. A brokerage firm with a strong culture and value system, can better deliver impactful results to a client’s company that shares a similar approach and philosophy to business in general. Bowermaster will match-up better than the rest when it comes to delivering value and results to your company. We continue to evolve in order to meet the present day and future needs of our clients, and we have the resources in place to prove it.