



From
Shared
Pains

To
Seamless
Collaboration

*The agency guide to frictionless
producer-to-carrier contracting*

Executive Summary

Think for a moment about how your agency currently handles producer-to-carrier contracting. If what comes to mind is a seamless shared workflow between you, your producers, and your carrier partners, then give yourself a pat on the back because you've already overcome a common hurdle in getting your producers ready to sell. However, if you're reading this guide, we're willing to bet your current processes are less than ideal.

The good news is you're not alone. Plenty of agencies find managing carrier contracts to be difficult even on a good day. This is largely because existing solutions lack visibility and require too much manual intervention to ever be called efficient. The great news is, there's a better way, and it's all outlined in this guide.

Keep reading to learn:

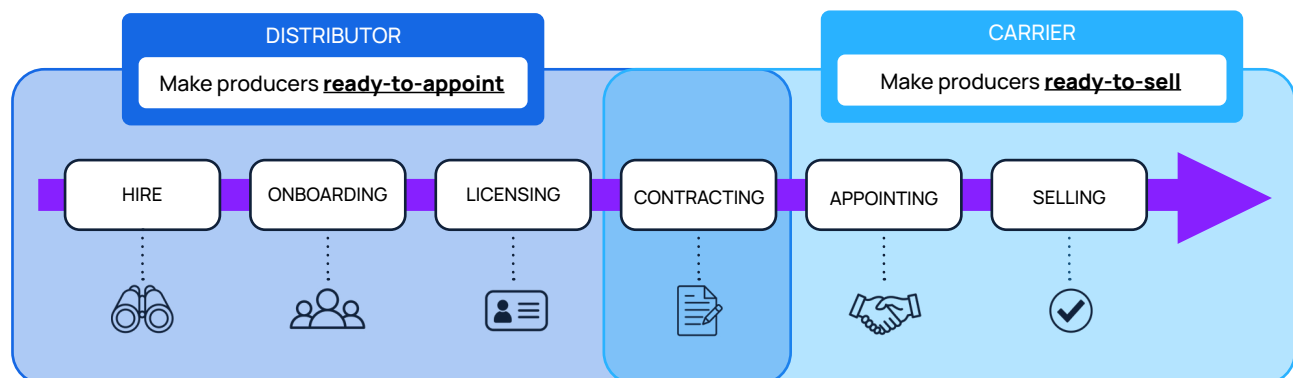
1. Why contracting is more than just another box to check off your to-do list
2. What makes traditional contracting so much of a bottleneck
3. The business impact of inefficient producer contracting
4. What an ideal contracting process could look like from the perspective of the agency and the producer

Reframing contracting: More than another box to check off

Contracting is one of many steps in the producer onboarding process, but writing it off as just another box to be ticked off your to-do list would be doing a disservice to everyone involved. In reality, contracting represents a unique point in the producer lifecycle where all three stakeholders—producer, agency, and carrier—work together to move the producer closer to ready-to-sell (RTS) status.

Up until the point of contracting, much of the producer onboarding process is led by you, the agency. This includes recruiting, hiring, agency onboarding, and licensing.

Contracting brings carriers into the picture and moves a producer from ready to appoint to ready to sell.



What makes traditional contracting so much of a bottleneck?

Our conversations with distributors and carriers key us in to just how much of a bottleneck contracting can represent in the producer RTS workflow. Folks on both sides of the house struggle to gain visibility into the process, describing it as a black box in which they exchange information and producer data.

After submitting their paperwork, producers have no insight into the application's status. Is the agency unable to send the application to the carrier due to missing information? Is the packet already with the carrier? Or is it still sitting in an agency administrator's inbox? Without the answers, producers are stuck in onboarding limbo, unaware of who or what is holding things up.

Dig deeper:

- [Common agency contracting challenges](#)
- [Common carrier contracting challenges](#)

The business impact of inefficient producer contracting

An inefficient contracting process is more than just surface-level frustrating. It can cause very real problems for your agency. The lack of contract submission transparency coupled with the highly manual nature of the process turns shared workflows into shared pains.

Delays in producer-to-carrier contracting ultimately lead to:



lost revenue



producer frustration
and attrition



increased operating
costs



fractured carrier
partnerships



Lost revenue

Every day a producer is stalled in the onboarding process is a day your agency and its carrier partners are losing out on revenue. While the outcome may be a few thousand dollars in lost revenue for a single producer, things get a lot more critical when these inefficiencies persist at scale.

Get the full breakdown of the cost of slow producer onboarding in [“Ready, Set, Sell.”](#)



Producer frustration and attrition

Regardless of industry, individuals are [almost 70 percent more likely to stay with a company longer if they have a good onboarding experience](#). Between the costs of recruiting and the ongoing talent crisis making it more difficult to find and retain top insurance talent, agencies can't afford to lose producers so early on in the process.

Does your agency operate in the Medicare space?

Nearly all Medicare-adjacent organizations onboard new producers and distribution partners each year ahead of Medicare's Annual Enrollment Period (AEP). If onboarding and contracting is frustrating for producers without the expedited timelines of AEP, those frustrations will only be amplified during the cyclical volume fluctuations.





Increased operating costs

Some agencies have a team of account managers whose sole responsibility is to support onboarding. If you're paying multiple full-time employees to manage onboarding, licensing, and contracting workflows by hand, then you're paying [the cost of slower, less efficient processes](#). The more time your administrators have to spend manually entering producer data and cross-referencing spreadsheets, emails, and websites, the tighter your margins become.



Fractured carrier partnerships

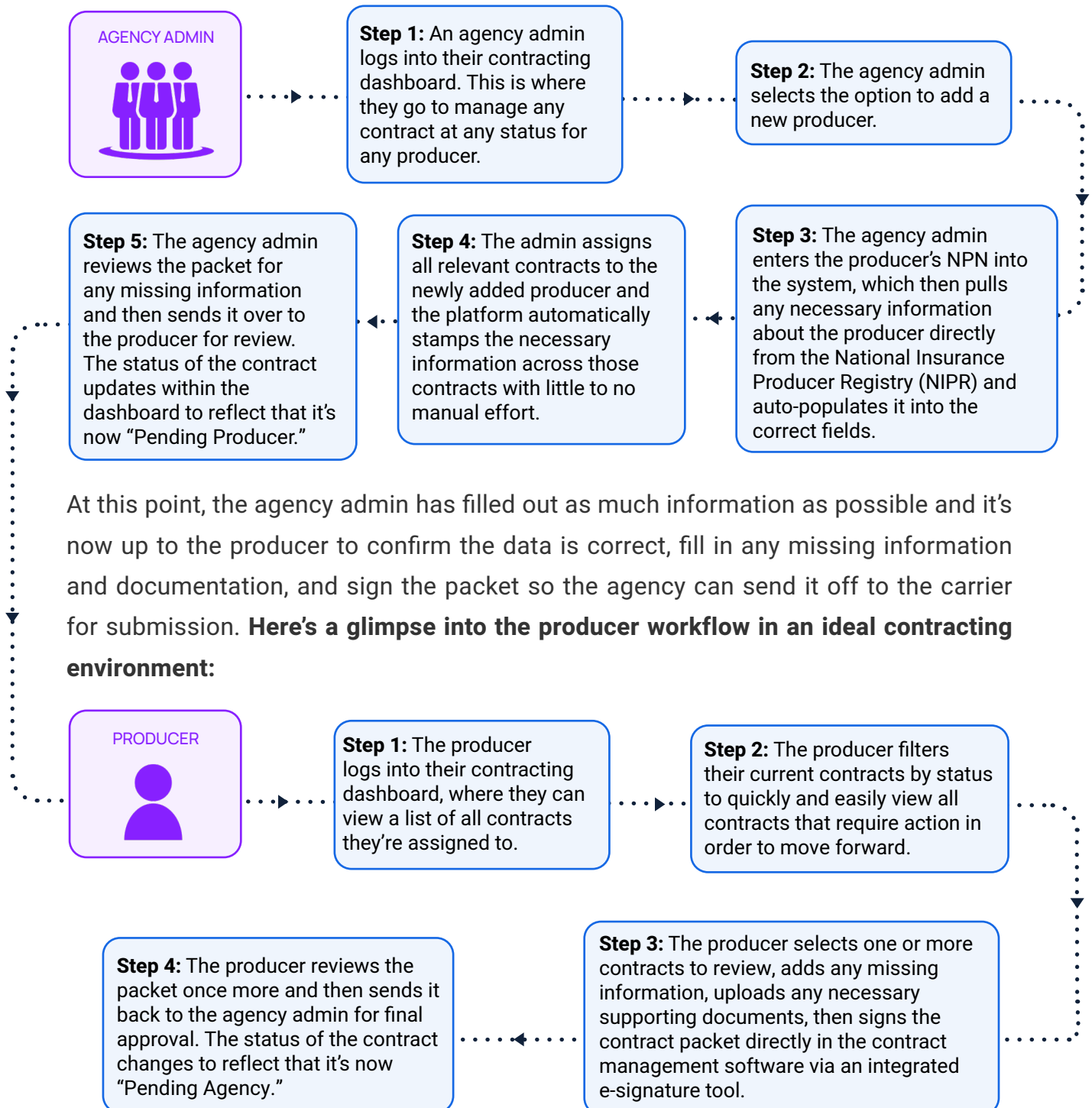
The clunkiness of traditional contracting strains the relationship between agencies and their carrier partners. The less dialed in the process, the higher your risk of sending over incomplete or inaccurate contract submissions. There's no better way to land on a carrier's bad side than by unnecessarily increasing their NIGO submission rates.

These business results speak for themselves. If getting producers contracted at your agency requires staff to alternate between an e-signature tool, a spreadsheet, and multiple different websites just to validate an agent's information, there's a better way. If producers get stalled in the process for days on end with no visibility into what's holding them up, there's a better way.

If the nonstandardized approach puts your producers and carrier partners at a higher risk of submitting not-in-good-order (NIGO) contracts, then you guessed it, there's a better way.

What an ideal contracting process could look like

Since contracting is a shared workflow between agencies, producers, and carriers, it makes sense that a crucial step in improving the process is to get all three parties working in the same platform and [speaking the same language](#). This adds transparency to the process and eliminates the need for multiple email back-and-forths between agency admins and producers. **With a modern contracting solution, adding a new producer and assigning them contracts could look something like this:**

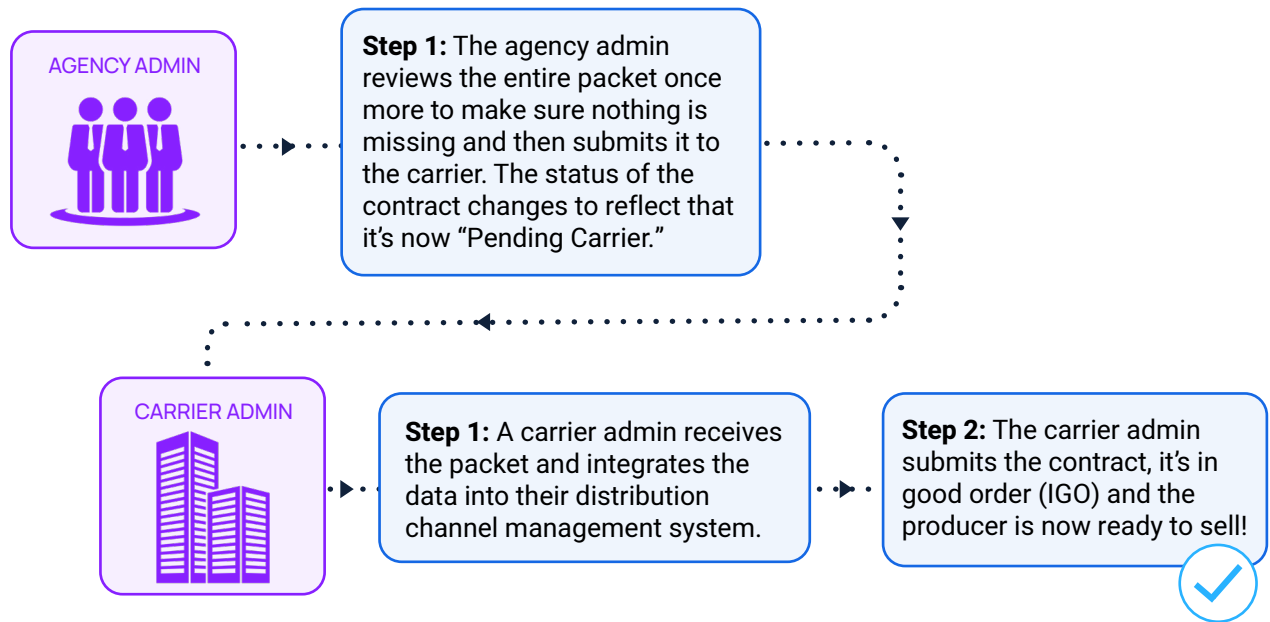


From here, the workflow switches back to the agency admin, and we'll get to that in a second. But first, let's cover some of the other things a producer should be able to do from their end within an agency's contracting management system.

A modern contracting solution should enable producers to:

- Periodically review and update their personal information so it can automatically populate into new contract assignments
- Review any of their current state licenses synced with NIPR
- Add their drivers license and other relevant identification information
- Verify their banking information for more seamless, secure commission payouts
- Update their FINRA data and E&O coverage
- Upload their signature to stamp it across new contracts at the click of a button
- View all contracts and relevant information in one central location, including:
 - » Current status
 - » Associated carrier and product(s)
 - » Upline information and contract level
 - » Last updated date

Once the producer submits the contract back to the agency, the admin can review the entire packet once more to make sure nothing is missing and then send it to the carrier. With a modern contracting management solution, the agency admin can take it one step further in the name of efficiency, delighting carriers by sending the packet [in their preferred data structure](#) to ease the burden of manual data entry for their team. At this point, the status of the contract changes from “Pending Agency” to “Pending Carrier” in both the agency and producer views.



From elaborate to effortless: Reimagine contracting at your agency

No more switching between multiple websites, spreadsheets, and email threads to validate an agent's information. No more frustrating your producers and carrier partners with friction-filled, highly manual shared workflows. [AgentSync Contracting](#) is the next generation of digital contracting and appointment request management for agencies. With Contracting, agency administrators can manage all contract assignments via a single dashboard to quickly and easily see who is assigned to what product contracts at which commission level.

An ideal producer-to-carrier contracting process is within reach. Take the first step in making your contracting dreams a reality for your team, your producers, and your carrier partners. [Talk to an AgentSync expert about Contracting today.](#)

