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Bailey Family Insurance Receives IIA of IL Agency of the Year Award

Springfield, IL. (October 2021) – The Independent Insurance Agents of Illinois (IIA of IL) presented Bailey Family Insurance of Springfield, IL, with the IIA of IL Agency of the Year Award during the association's annual convention held October 5-7, 2021, in Springfield.

The Agency of the Year Award is presented to an IIA of IL member agency that exemplifies leadership and innovation within the industry. The Agency of the Year demonstrates strong growth, innovative marketing strategies, creative utilization of evolving technology, top-level customer service, and dedication to the community.

Mark and Christine Bailey made the move from captive to independent four years ago, utilizing IIA of IL knowledge and resources to start the new agency. The agency focuses on a welcoming culture for customers by conducting a complete review of their insurance and providing various tools and technology to stay in touch. The agency's emphasis on technology and communication systems enables the team to quickly and easily complete tasks from wherever they are and focus on sales and service.

Team culture is key at Bailey Family Insurance. They make time to share and celebrate what is going on in their personal lives, honor birthdays and other special milestones, and recognize all business successes. The agency fully supports professional development to help their team stand out from the competition. When it comes to recruiting team members, they work to demonstrate the culture at the agency and promote the possibilities an insurance career can provide. The whole team is involved in recruiting and onboarding new employees to ensure a smooth start.

Bailey Family Insurance truly lives up to its mission of "Loving the Community Through Protection and Education" by sponsoring and exhibiting at a number of local events, participating in charitable and business networking organizations, and participated in a local "Dancing with the Stars" competition to help raise funds for a good cause. They have also given back to the insurance industry through presenting at conferences to share their knowledge of digital marketing, transitioning from captive to independent, hiring and retaining staff, among other topics.

The Independent Insurance Agents of Illinois (IIA of IL) is an association representing Trusted Choice® independent insurance agents throughout the state. IIA of IL membership is comprised of 1,000 insurance agencies representing 10,000 licensed independent agents engaged in all facets of the insurance industry, including property, casualty, life, and health. Its members are businesses that offer customers a choice of policies from a variety of insurance companies. In addition to serving the professional needs of members, IIA of IL works for the betterment of the insurance industry through legislative and consumer awareness programs. The IIA of IL is headquartered in Springfield, Illinois. Visit IIA of IL's website at www.iaofil.org.

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