



## Are All Insurance Agents the Same?

Dear Consumer,

To get the best deal on insurance, many people consult an insurance agent or broker. But did you know that there are different kinds of insurance agents and brokers-and the one you choose can make a big difference in the type of service you get and the choices you're offered?

### The Difference



**Their are two types of Agents; Captive Agents and Independent Agents.**

**Captive agents and brokers:** Captive agents work with a specific insurance company, and as part of their business agreement with that company, they can offer only that company's insurance products. They may also be required to sell other products from that company, such as annuities and investment plans.

**Independent agents and brokers:** Independent agents and brokers can offer products from many insurance companies. This helps them better serve your interests, as they can review multiple options to find a policy and rate that's right for you. Insurance rates vary from company to company. Independent agents can put together a customized insurance plan.

### Designing Your Insurance Plan

### The Independent Agent Advantage



Some insurance agents represent just one company while others represent a lot of companies, possibly enabling you to get a better deal.

Another plus to working with an independent agent or broker is their ability to offer guidance for all your insurance needs-auto, home, life, business and more. They can customize a package of policies just for you.

CALL US AT

816-448-3762

MEETING "ALL" YOUR  
INSURANCE NEEDS!

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**If you're ready to contact an independent agent like A.L.L. Insurance to talk about saving money your insurance, here are a few things to consider:**

**Has your life situation changed recently? Many factors determine auto insurance rates, not just vehicle year, make, model, body type and engine size. If you've recently moved, gotten married, had a birthday or experienced a similar life milestone, mention this to an independent agent or broker. You may be eligible to save money on your insurance.**

**Is your car getting older? You don't always need the same level of physical damage coverage on older cars as on newer ones. If you drive an older car, an independent agent or broker can advise you on what level of coverage makes the most sense. Raising your deductible could save you money each year, too.**

**Do you have another type of vehicle that also needs coverage? If you have a motorcycle, boat, RV or other "toy," you might save money by having it covered by the same company that insures your car. Are you starting a business, looking at expenses, or expanding...Talk to an independent agent or broker about it.**

A.L.L. Insurance is committed to being one of the most professional Insurance Brokerage's in Kansas City. We hope you find our emails helpful and informative even if you are not a current customer. As the owner, I feel it's necessary that insurance representatives are available to answer your questions and that we take our profession seriously as we are the liason between you and the insurance company that protects your family's assets. At A.L.L., we understand that we can not be successfull without you, "The Customer", we appreciate your time and your business!

Sincerely,

Tony Lee, Agency Principal  
A.L.L. Insurance & Marketing LLC