

Building your real estate business with successful families and individuals

Working with an independent insurance agent can help you solidify long-lasting client relationships, overcome potential obstacles, and increase referrals and repeat business.



Looking for answers amid uncertain times

You work hard to meet your clients’ needs, whether it’s helping them find their dream home, make the most of a home sale, or simply build long-term, meaningful relationships with them.

In today’s world, we face unprecedented challenges and risks. As a result, many of our clients are changing where and how they live. Chubb conducted a study to understand the reasons behind these changes.

Here’s what we found:

2x

as many successful Individuals are considering moving or have moved to a newly purchased home.*

Lesson: Successful individuals are likely to move more often

48%

of those individuals who moved used a realtor that they had used previously.

Lesson: Long-term relationships are important

28%

were referred to their realtor through their network.

Lesson: A great experience gets people talking

* compared to the general population in 2019

What are your clients looking for?

75%

said it was important for their realtor to recommend an insurance agent, **yet only**

36%

actually received a recommendation.

Top referrals clients want from their real estate agents:

75%

insurance agents

80%

contractors for home renovations

83%

mortgage brokers

For smooth transactions, involve an insurance agent up front.

By including an independent insurance agent in your network, you can help your clients overcome some of the hurdles that can come up in the sales process, help ensure a smooth transition from home to home, and increase the chances that your clients’ experience with you will encourage them to use your services again.



87%

of clients reported that their realtor provided information on the property that helped them apply for homeowners insurance. If the insurance agent was involved from the start, that transaction would go even more smoothly.

Kirtley C.'s client story:

- Kirtley's family was away on a trip when a fire broke out in their recently renovated home.
- A Chubb claims adjuster wrote a check within 24 hours so the family could buy new clothes and reserve rooms at nearby hotel.
- Shortly after, the adjuster found them a comfortable rental home close to school and work.
- Their premium carrier, Chubb, restored their home’s historic charm.

The client will never forget that experience or who referred them to their agent and Chubb.

Connect with an independent agent today.

Chubb. Insured.SM

