

Tips for Connecting with Realtors

At Chubb, we are always looking for ways to help you grow your business. That’s why we conducted research to find out how the pandemic has affected successful individuals’ and families’ living situations and what opportunities might present themselves to you. Through our research, we’ve discovered that now, more than ever, realtors and independent insurance agents can benefit from teaming up to serve successful individuals and families.



Flourishing realtors are looking for information you have.

The real estate agents who have thrived during COVID-19 have a few things in common: They look to build long-term relationships with their clients beyond the transaction, and they look for information that may be readily available from an independent insurance agent such as:



Content that can be shared on social media, newsletters, co-branded and mailed, including:

- Insurance industry trends
- Tips for preventing losses from happening in the first place
- Flood risk and how to mitigate it
- Different types of home valuations



Complimentary reviews for their clients. Advice on how to obtain insurance and budget the premium into the buying process.

Offer a continuing education class

With help from Chubb, you can provide an informative continuing education class for the real estate agents in your area. We have developed a one-hour course that you and your local Chubb representative can present together, covering the topics of flood, replacement cost, and market value & market trends.

To learn more, [contact your local Chubb representative](#).



Open the conversation.

Consider these potential talking points when connecting with real estate agents in your area:

“Working together as a team will lead to a better experience for our mutual clients and can increase the chances of gaining referrals from their network.”

Find more resources on [the Great Migration Resource Center](#).

“I know the real estate space is becoming more crowded. I can help differentiate you from your competitors by providing insurance expertise that can help you sell more and better prepare your clients for their new home.”

“I know you want to build long-term relationships with your clients, and I can help you do that. Insurance is something that your clients will always need and I look to build long-term relationships with my clients too.”

“What are the insurance hurdles you or your clients might face? I can help you get over those.”

“I have expertise in insurance industry trends that could affect the cost of your potential buyer’s insurance. By collaborating with an insurance agent to provide your clients with this information up front, you can help solidify your relationship with them.”