



PERSONAL LINES MARKETING COORDINATOR

We protect Relationships. Every promise we make – and we mean every single one – is made on the belief that understanding is essential, trust is earned, and execution is everything.

But above all else, Relationships Matter.

Byars|Wright is “Where Relationships Matter”. We protect relationships - and that starts with our own. We are a family. We believe everyone needs a place to belong and someone to believe in them. While engaging employees and promoting a positive company culture, we also define a path that fuels the future and leads to success for each team member both professionally and personally. We challenge each other and are fierce competitors. In the end, **we WIN together.**

Our agency purpose is “**Build People, Protect Relationships.**” Living out that purpose includes identifying new team members. Our Relationship Development Center (RDC) relentlessly and pro-actively pursues our agency’s future talent, looking for those that will fit our culture and join the journey that is Byars|Wright. The RDC also leads the charge in training and positioning our employees to be successful.

A Personal Lines Marketing Coordinator at Byars|Wright works with the Personal Lines Department on available markets and information to write new business accounts, as well as retain and round out existing accounts. Below is a sampling of the responsibilities of this role:

- Negotiates with suave and determination to get the best coverage/pricing/add-ons available to any agency client or prospect
- Tracks marketing activities in agency management system with full applications, open activities, and the agency-specific marketing spreadsheet
- Determines the best placement and terms for new and renewing accounts; does the actual placement and negotiation of appropriate accounts
- Uses the resources available to stay current on market information and builds relationships with carriers
- Manage customer retention according to agency protocols
- Inform and educate customers about coverages, exclusions, and exposures; then assist customers in making appropriate coverage changes
- Actively refer clients to both the Life & Employee Benefits and Commercial Lines Departments for solicitation
- Update the agency management system with pertinent information
- Assist with phone calls and walk in activity by clients, carriers, or others while in the office
- Serve as Accountability Partner(AP) for other Personal Lines employees, if needed
- Use every contact as an opportunity to round the account and review coverages the insured needs; communicate those needs successfully

So - if you’re a dynamic thinker, detailed worker, and positive person with fervor for driving a top-notch customer experience and building exceptional, long lasting customer relationships, you may be a fit.

Contact Ameer Donald at whererelationshipsmatter@byarswright.com