

YOUR ONLINE PRESENCE MATTERS MORE THAN EVER



The stats are in and local search can be the biggest driver of customer acquisition for insurance agents. With 97% of people learning more about a local company online and 88% of searches for local businesses being on a mobile device, this may result in either a call or visit to the business within 24 hours.*

Winning the local search battle is important and with access to ListAgent, powered by DAC, you're only minutes away from capturing new customers by improving your online presence and reputation. Packages start as low as \$349.

What is ListAgent?

- **Visibility**—Introduce consumers to your agency at the same moment they're looking for a local agent and drive traffic to your agency website through your local listings.
- **Convenience**—One form sends your agency information to hundreds of local search directories like Google, Bing, and Apple. You can also revise your listing information at any time.
- **Accuracy**—Ensuring correct information about your agency populates online will enable a great customer experience and provide you with the best chance of getting your business in front of new customers.
- **Value**—ListAgent saves you time and money. As a Progressive agent, you can take advantage of ListAgent packages that are priced 30% lower than the price of other local listing services and the best part is DAC does 99% of the work. Rest assured that you're putting your best foot forward and solidifying your online digital presence.
- **Consultation**—One-on-one consultation with a local search expert to review your program and discuss next steps to further improve your online presence, including a deep dive into your Google My Business listing.

Why should your agency purchase ListAgent?

- 1) Having a digital presence is necessary in today's landscape and ListAgent ensures yours will be a positive one for customers seeking an insurance agent.
- 2) Pulling all your online reviews into a single platform can help you understand what your customers think about you.
- 3) Too busy? ListAgent is convenient and helps you monitor your listings with very little involvement. One form sends your agency information to different online sites, our reports help you monitor your progress, and monthly emails keep you informed.**
- 4) ListAgent starts as low as \$349 per year, which is 30% less than what other companies offer for similar services.

How to enroll in ListAgent?

- You can access your ListAgent account at ForAgentsOnly.com (FAO)
(Navigate to: Agency Admin > Marketing > Programs > Progressive Programs > ListAgent > Access ListAgent)
- Choose your ListAgent subscription.
- Provide your agency's business information.
Remember, you only get one chance to make a first impression, so enter your agency information with care and be sure to add rich content like photos and videos.

If you need more information

- Contact ListAgent customer service at 1-877-649-4976 or listagent@dacgroup.com.
- Visit Progressive Marketing on FAO.
- Contact your Progressive sales rep.

*Source: <https://blog.hubspot.com/marketing/local-seo-stats>

**Google My Business access is needed for reporting and review collection.