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WOODRUFF-SAWYER INCLUDED IN IIABA'S BEST PRACTICE STUDY

San Francisco, CA – September 5, 2013 – Woodruff-Sawyer has recently been nominated to join an elite group of independent insurance agencies around the United States participating in the Independent Insurance Agents & Brokers of America (IIABA or the Big "I") "Best Practices" Study Group.

Each year since 1993, IIABA and Reagan Consulting, an Atlanta-based management consulting firm, join forces to study the country's leading agencies in six revenue categories. The agencies comprising the study groups are selected every third year through a comprehensive nomination and qualifying process and awarded a "Best Practices Agency" designation. The selected "Best Practices" agencies retain their status during the three-year cycle by submitting extensive financial and operational data for review each year.

"We are honored to be nominated for the *Best Practices* Study," says Charlie Rosson, CEO, Woodruff-Sawyer. "We take pride in our unwavering commitment to high standards for our operations and employees."

More than 1,100 independent agencies throughout the U.S. were nominated to take part in the annual study, but only 216 agencies qualified for the honor. To be chosen, Woodruff-Sawyer had to be among the 35-45 top-performing agencies in one of six revenue categories.

Agencies were nominated by either an IIABA affiliated state association or an insurance company and qualified based on their operational excellence.

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The *Best Practice Study* was initiated by IIABA in 1993 as the foundation for efforts to improve agency performance. The annual survey and study of leading independent insurance agencies documents the business practices of the "best" agencies and urges others to adopt similar practices.

About Woodruff-Sawyer & Co.

Woodruff-Sawyer is one of the largest independent insurance brokerage firms in the nation, and is an active partner of Assurex Global and International Benefits Network. For over 90 years, Woodruff-Sawyer has been partnering with clients to implement and manage cost-effective and innovative insurance, employee benefits and risk management solutions, both nationally and abroad. Headquartered in San Francisco, Woodruff-Sawyer has offices throughout California and in Portland, Oregon. For more information, call 800.675.4467 or visit www.wsandco.com.

About IIABA

Founded in 1896, IIABA is the nation's oldest and largest national association of independent insurance agents and brokers, representing a network of more than 300,000 agents, brokers and their employees nationally. Its members are businesses that offer customers a choice of policies from a variety of insurance companies. Independent agents and brokers offer all lines of insurance – property, casualty, life and health – as well as employee benefit plans and retirement products. Web address: www.independentagents.com