

# Post-Acquisition Checklist



When the champagne bottles are empty and the celebration is over, the real work begins in successfully transitioning the agency, employees, customers and carriers into your organization.

Here are some practical recommendations to make your acquisition process as smooth as possible.

## **IDENTIFY STAKEHOLDERS**

**Make a list of parties that will be impacted by the acquisition. This includes:**

- Customers
- Producers
- Employees
- Insurance Companies
- State Insurance Department(s)
- Other Regulatory Entities (i.e. FINRA for investment advisory activities)
- Landlord
- Insurance Agency Network
- Leased Equipment/Leased Vehicles
- Vendors
- Referral Sources

*\*Search and identify others during the due diligence process for individuals or entities that are critical to the success of the organization moving forward.*

## **DEVELOP THE MESSAGE AND COMMUNICATION STRATEGY**

**Answer the following:**

**How does the acquisition benefit:**

- Customers?
- Employees?
- Insurance Companies?

**What enhancements will come as a result of the acquisition?**

- New technology resources?
- New service capabilities?
- New industry or product expertise?
- New insurance companies?
- Other?

**Are your internal and external messages the same?**

- What role, if any, will prior leadership have moving forward?
- Will the seller's management team help communicate changes to employees and clients?
- How do you frame these changes to highlight the upside while remaining transparent?

**What concerns will employees have when they learn of the acquisition? (Be prepared to address the following)**

- What changes will we see to employee benefits?
- Terminations?
- Titles?
- Compensation?
- Personal time off?
- Work hours?
- Expense reimbursement policy?

### Do you have an external communication strategy?

- Will you notify each client or only a select few?
- Should you have in-person meetings with key clients?
- Who speaks most frequently with clients: CSRs, Producers, Account Managers?
- Will there be a press release?

### OTHER CONSIDERATIONS

#### Vendors:

- Transfer any agreements if you plan to continue
- Review the contracts for compliance with corporate requirements
- Terminate chosen agreements

#### Agency Management System:

##### Will you transfer all customers to one system? If so:

- Designate an individual to be responsible for project
- Engage AMS vendor to scope project
- Determine optimum approach for efficient transfer of client data into system
- Develop achievable timeline with periodic milestones
- Build training program for new employees to review policy and procedures and set system utilization standards

#### Insurance Companies:

- Notify existing relationships of changes
- Develop message to new relationships
- Prioritize key relationships
- Determine specialty appointments (i.e. Surety)

#### Will you continue relationship with existing network?

- If not, what is the cost to get out? Are there any restrictive covenants?

#### Compliance:

##### Employee Forms:

- I9
- W4
- Employment Applications
- Employee Handbook

##### State Insurance Departments:

- License changes

#### Now assign each task to an individual with:

- Clear description of the task and anticipated outcome
- Date of the assignment
- Due date
- Closed date
- Schedule for reporting updates
- Progress notes

### *For specific questions, contact our team today:*



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