

## » GO DIGITAL



# HIT THE GROUND RUNNING WITH A BOLD PENGUIN TERMINAL

Satanoff Insurance Agency worked with Bold Penguin to rethink its small business insurance strategy and is reaping the returns

### » A CRISIS IS A TERRIBLE THING TO WASTE

The Satanoff Insurance Agency is based in Wayne, Pennsylvania. The agency handles both personal and commercial insurance. Lee Satanoff, President, used the events of 2020 to rethink his business operations and leveraged Bold Penguin to finally go digital.

### » BEFORE BOLD PENGUIN

Before going digital, the Satanoff Agency relied on standard lead generation practices and old fashioned manual quote and bind processes. Producers would sometimes locate a small business but this wasn't a focus. The small business unit would then go to two or three carriers and fill out applications and wait days for a response.

### » AFTER BOLD PENGUIN

The Satanoff Agency adopted two Bold Penguin products -- the Exchange and the Terminal. Through the Exchange, the Agency is now seamlessly sent small business prospects that fit its profile and need a quote. With the Terminal, Satanoff agents can immediately get quotes from a broader set of carriers. The process is more efficient and more profitable.

THE SATANOFF AGENCY SMALL BUSINESS UNIT REVENUE HAS INCREASED

## 20% with Bold Penguin

### » TIME TO SCALE

The Satanoff Agency is now looking for ways to embed its small business strategy and the Bold Penguin partnership throughout its organization. From naming and painting office space to highlight the partnership, to scaling up the small business team -- the Satanoff Agency is taking advantage of the digital quote and bind revolution in commercial insurance.

"Bold Penguin has impacted us big time and we appreciate that. Now we are investing in a small business team so we can scale up our operations."

**Lee Satanoff**  
Satanoff Insurance Agency, President

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