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Being Entrepreneurs Themselves, Agents Can Offer More Than Insurance to Small Businesses

By MARK E. RUQUET, PROPERTYCASUALTY360.COM
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NEW YORK— Insurance agents have a lot to offer start-up businesses besides just insurance-coverage opportunities, says a Travelers executive.

Speaking during a symposium here yesterday, Joan Woodward, executive vice president, public policy for The Travelers Companies and president of the Travelers Institute, the public policy division of the insurer, said independent-insurance agents could be a major resource of information start-up entrepreneurs can turn to.

She said that, with their diverse client base, agents can offer networking opportunities for start-up businesses, referring new entrepreneurs to other professional resources. Additionally, agents, being small-business owners themselves, could also offer their own insights into creating a successful business.

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