

The Client



Alexander J. Wayne & Associates has served the insurance brokerage community as an intermediary broker specializing in professional liability and related lines of insurance since 1989. In this role, we have honed our expertise and market access in providing competitive, timely and complete service. We are licensed in all states for both admitted and non-admitted insurers required for the maximum flexibility in providing the best terms and conditions.

The Executive



Jason Quaglia.

Professional Liability Insurance Wholesale Broker

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Challenges

A.J. Wayne & Associates was looking for a new multi-level marketing solution that would be able to help generate new business. CompleteMarkets has the right expertise and a real niche in targeted marketing and brand lifting for Wholesale Brokers.

Solutions

Jason was brought on to A.J. Wayne & Associates mid-year of the annual marketing agreement with CompleteMarkets. The partnership was not yielding the desired results when Jason took over as the point of contact for AJ Wayne.. Once Jason took over and started implementing CompleteMarkets best practice recommendations, with email marketing and search marketing, we were able to quickly be successful. CompleteMarkets has been able to help A.J. Wayne & Associates develop a strong presence online with their email marketing and expertise in storefronts.

Measuring Success

A.J. Wayne & Associates key performance indicators are – Qualified leads, revenue generated, and the ease of use. According to Jason, “We are very happy with the number of submissions and leads we receive from CompleteMarkets email campaigns and storefronts.”

Overall Experience

Per Jason, *“CompleteMarkets positions themselves as marketing partners with its clients and, in our experience, has delivered on that promise. Our interaction with all of their team has been pleasurable, informative and organized. Our overall experience with CompleteMarkets can be summed up in three words - Easy, enjoyable, and rewarding.”*

Would you recommend these solutions to other insurance wholesalers/marketers?

“Yes! I would recommend CompleteMarkets, however I would be hesitant too because I don’t want to share my secrets to success. 😊” – Jason Quaglia