



EXPANDING YOUR BUSINESS

Lawrence Holzberg, LUTCF, LACP

2022 National President

Smithtown, New York

Loyal Member Since 1990

ABOUT THE **Business Performance Center**

The Business Performance Center (BPC) provides tools and resources to build your agency or firm. Designed for those that have set off on their own to expand their agency or firm, the Center focuses on how and when to expand your practice, as well as when it's time to look towards succession planning.

The Center will include a set of experts, as well as a set of events that will highlight pertinent issues in recruitment, training, expansion, operations, and valuation of the firm/practice over time.

Whether you're looking for new tech tools to optimize your practice, the latest thinking in how to expand your business' footprint, or new ways to partner to expand your book of business, the Center is for you. Members can serve in advisory capacities, as well as content contributors and speakers. Companies and service providers can look to sponsor and provide thought leadership.

Quick Facts:

- The Center focuses on how to build, expand, and sell off your firm or agency
- Topics focus on how to expand your firm/agency's footprint to expand your book of business

The Value to You:

- Opportunities to buy/sell agencies and firms
- Opportunities to serve as a mentor, author, speaker on topics in practice management
- Opportunities to expand your circle of influence in the agency/firm owner space