



MN Independent Insurance Agents & Brokers Association

2018 Agency of the Year



THE CANOPY GROUP

The Minnesota Independent Insurance Agents & Brokers would like to congratulate The Canopy Group as the 2018 Agency of the Year at their annual convention in Minneapolis.

The Canopy Group opened their office in Le Sueur, MN in 1930. Today, they have an office in Belle Plaine, and Minnetonka with a total of 30 employees. The Canopy Group saw an opportunity in the Minnesota Market where they could meet the needs of consumers by specializing in educating the public on the advantages of using an independent agent to protect them in all their insurance needs.

What makes The Canopy Group successful is their implementation of client focused procedures within their agency that eliminates redundancies, expedites efficiencies and defines expectations. They only hire competent people and are open and honest with them about everything, including the teams' expectations.

The Canopy Group contribute their success to running their agency like a business, making their employees responsible and empowering them. They provide strong role models, abundant resources and cultivate a team that trusts each other and the process. Their people are the reason they have made a place for themselves in the marketplace.

In addition to their excellent team, they make great efforts to monitor the marketplace and the products offered by carriers to better provide their clients with the best resources and products available.

Daniel Riley, Executive Vice President of the MIIAB, stated, "We commend The Canopy Group for promoting the independent agency system throughout social media and other avenues that truly benefit all of the independent agents and company carriers in Minnesota. The association is honored to recognize the Canopy Group as its 2018 Agency of the Year."