Agency Segmentation

C's	A's
- **High Profit** - **High Retention** - **Limited Growth** - **Resource as needed**	- **Highest Growth** - **Most Profitable** - **Head room** - **Greatest resource allocation**
D's	B's
- **Low profit and hit ratios** - **High declination ratios** - **Rehabilitation**	- **High Growth** - **Emerging Relationship** - **Great resource allocation**

Profit ↑

Growth →