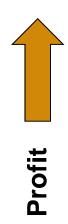
## **Agency Segmentation**



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

Growth

