

**For Immediate Release** Contact: (name)

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**(Name of Designee) Receives Prestigious TRA Certification**

CITY, State, date – (Name of Agency), an independent insurance and risk management firm, announced today that (name, title) has been certified as a Trusted Risk Advisor ™ (TRA) by Beyond Insurance and the (name of state association).

“We are very proud of (designee’s name) for his/her commitment to continuous improvement and professionalism in risk management. (Designee’s name) earned the TRA certification because s/he wanted to go above and beyond to meet our clients’ needs and reduce their risk exposure,” said (agency principal). “We are confident that our clients will benefit in terms of lower cost of risk and reduced claim frequency.”

The Trusted Risk Advisor certification demonstrates that the agent or broker has the risk advisory knowledge, skills, tools, and process needed to successfully identify, analyze, and mitigate risks and exposures on behalf of clients. The TRA mark is a symbol of professional excellence in consultative and diagnostic sales and enterprise risk management.

The TRA program is comprised of a rigorous risk management curriculum, designed to teach agents and brokers how to use a risk management matrix to conduct risk management audits. During the four sessions, agents and brokers develop skills in identifying and analyzing specific exposures, managing and mitigating risk, and monitoring and updating the plan based on the client’s needs or changes to their operations.

Scott Addis, CPCU, CRA, President and CEO of Beyond Insurance, said, “(Designee name) is positioning himself/herself to effectively deliver enterprise risk management solutions to his/her clients, regardless of the size of their firm. The certification is reserved for seasoned and successful agents and brokers who are taking their game to the next level...to reap rewards that only credibility, trust and enhance perception can bring.”

**About (Name of Agency)**

*(description of agency goes here including website)*

**About Beyond Insurance**

*Beyond Insurance is a consulting firm that offers leadership training, cultural transformation, and talent and tactical development for enlightened professionals who are looking to take their organization to the next level. Since 2007, the proven and repeatable processes of Beyond Insurance have transformed organizations as measured by enhanced organic growth, productivity, profitability, and value in the marketplace.* [*www.beyondinsurance.com*](http://www.beyondinsurance.com)

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