

## FIVE FACTS ABOUT BIP



The Broker Identity Program and its symbol, the BIPPER, have been around so long that it is easy to take it all for granted. Many brokers do not give the brand the level of consideration it deserves, forgetting to include it in their brand communications.

Research tells us that this is generally not a conscious omission – it just tends to get overlooked in the hurly burly of business. This is a missed opportunity to once more take advantage of the recognition of BIP and the respect it commands.

Accordingly, we have assembled Five Facts about the BIP program that we believe deserve to be kept top-of-mind by all member brokers.

Five Facts, some of which many brokers may have forgotten or not even be aware of: five reasons why the BIP program is so important to the future of our profession.

We invite you to reflect on these facts and consider whether you could be doing more to incorporate BIP into your communications.

