



Brokers Alliance Publishes Agent Criteria for Choosing an IMO, FMO or BGA

Family-owned firm details its ownership, agent terms and in-house technology as industry consolidation continues

FOUNTAIN HILLS, ARIZONA, UNITED STATES, August 30, 2026 /EINPresswire.com/ -- [Brokers Alliance](#), Inc. this week published its selection criteria for

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*David Racich, owner and CEO,
Brokers Alliance*

agents evaluating an insurance marketing organization, field marketing organization or brokerage general agency. Available at [brokersalliance.com](#), the resource includes the company's written answers to every question it recommends agents ask a prospective IMO, FMO or BGA.

The company also released a companion [guide for agents switching IMOs](#). Together, the materials give producers a practical framework for comparing organizations and

reviewing Brokers Alliance's own structure and policies before making a move. The publication reflects the firm's position as a family-owned alternative at a time when insurance distribution continues to consolidate under aggregators and holding companies.

"We put every answer in writing. Agents should be able to see how we operate before they make a decision. We own our company, build our software and grant releases on request. There are no platform charges or contracting fees," said David Racich, owner and CEO of Brokers Alliance.

Founded in 1982 by Joe Racich, Brokers Alliance has been owned and led by David Racich since 2009. The company has never been sold to or rolled up by an aggregator or holding company. Agents who work with the firm keep their own hierarchy, and releases are granted on request.

The same independent approach extends to technology. Brokers Alliance employs its own development team and engineers its agent platform in house rather than renting it from an outside software provider. MyAdvisorCloud serves as the dashboard and single sign-on environment. MyAdvisorGrids presents carrier compensation grids side by side, so producers see how compensation is structured before they commit a case.

The platform also includes RetirementBrain, developed to support retirement income conversations, and LifeBrain for life insurance quoting. Producers are not charged a monthly

platform fee, and there is no fee to contract with Brokers Alliance.

Brokers Alliance maintains relationships with 73+ carriers across life insurance, annuities and ancillary lines. Its newly published criteria place those details alongside the company's answers so agents can evaluate the full working relationship in writing, including the organization behind the contract and the technology supporting it.

The firm has been named a Top Workplace in Arizona five times, most recently for 2025. The [IMO selection criteria](#) and companion switching guide are available now at brokersalliance.com.

About Brokers Alliance, Inc.

Brokers Alliance, Inc. is a family-owned insurance marketing organization based in Fountain Hills, Arizona. Founded in 1982 by Joe Racich and owned and led by David Racich since 2009, the company supports producers across life insurance, annuities and ancillary lines through 73+ carrier relationships. Brokers Alliance develops its own agent technology, including MyAdvisorCloud, MyAdvisorGrids, RetirementBrain and LifeBrain. There is no fee to contract and no monthly platform charge.

David Racich

Brokers Alliance, Inc.

+1 800-290-7226

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