Brokers Alliance Publishes What Its AI Does Not Do

The family-owned IMO signs every regulated page on its site and is building a read-only connection for BGA principals and their own assistants

FOUNTAIN HILLS, AZ, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- Brokers Alliance, Inc. has published a section of its website that describes how the family-owned insurance marketing organization uses artificial intelligence, and it lists what that AI is not allowed to do.

> “Automation drafts, sorts, flags and reminds. It does not decide.”
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> *David Racich, owner and CEO, Brokers Alliance, Inc.*

The section, at brokersalliance.com/ai, went up September 8. Every page in it is signed by David Racich, who has owned and led the company since 2009.

No suitability verdicts. No policy health scores. No product recommendations, no case changes, no transactions, and no contact with a hierarchy's downline agents by Brokers Alliance. Every page in the section carries that same list.

The automation runs the company's own recruiting, marketing and case operations, according to the pages. Brokers Alliance built those systems and monitors them itself. Anything published on the site that touches compensation, products, valuation or tax is reviewed and signed by a person before it is published, and the name is printed on the page. Drafting tools are used in the writing of the site. A person reads every line, and that person's name goes on the result.

The pages also say what a visitor can open without asking anyone at the company. One is brokersalliance.com/llms.txt, a plain-text description of the company written so that any assistant can read it. On a regulated page the signer's name sits at the bottom. "If a claim on this site cannot be checked, we should not have made it," the hub page, signed by Racich, reads.

"Automation drafts, sorts, flags and reminds. It does not decide," said Racich, owner and CEO of Brokers Alliance. "Anything that changes a case or touches a commission is done by a person here, and that person has a name. Plenty of distributors say the word. I would rather put a list of what ours does not do on a page and sign it."

For BGA principals, Brokers Alliance is building a read-only connection that lets a principal point

their own assistant, their Claude or ChatGPT, at the cases and contracting packets their hierarchy places through the company. A principal can ask where a case sits, which requirements are open, or which packets are still waiting on a signature. The answer names its source and when that source was last updated. If the source does not hold the answer, it says so. Downline agents are off unless the principal turns them on, and Brokers Alliance is not in the conversation. No commission grids ride in the connection, and nothing in it changes a case or sends a transaction. It is a pilot. The initial hierarchy is being selected with the company's sales team and joins by invitation.

There is no assistant on the site to talk to, and none of this is required of a contracted producer. The section follows the criteria for choosing an IMO, FMO or BGA that the company published in August at brokersalliance.com/how-to-choose-an-imo-fmo.

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.

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