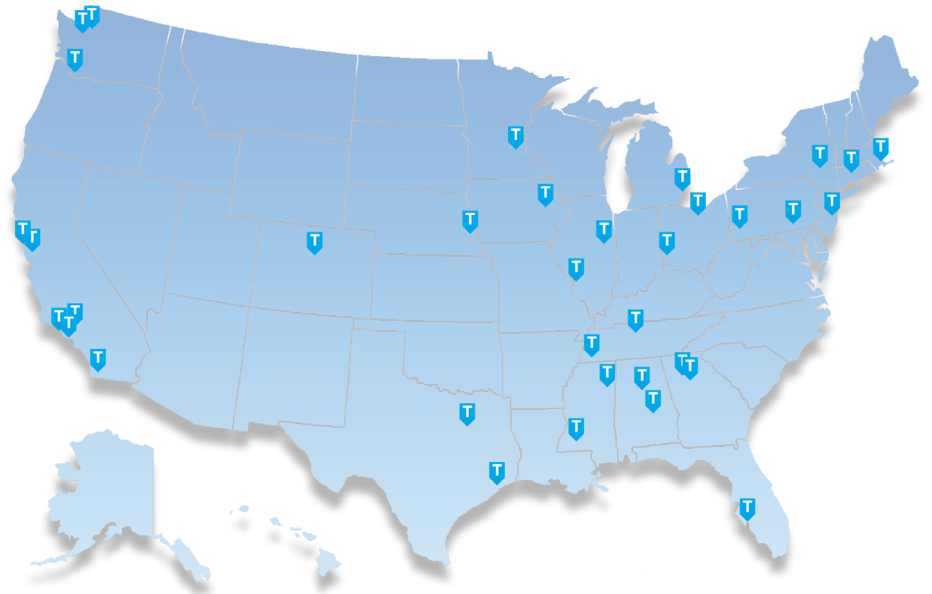


The Value of TRUE

Advising more than 12,000 business clients internationally.



A **TRUE** Network Advisor, has deep roots in their local community, with all the tools, resources, and negotiating strength of a national organization.

1 TRUE COLLABORATION

Genuine collaboration between high performing, successful agencies. Learn from your peers and develop best practices and processes in all areas of your business.

TRUE events are the best in the industry. Build relationships with positive, successful people and agencies for continued learning and sharing.

TRUE technology for instant connection & collaboration on

Agency Management
Agency Operations
Account Management
Sales & Marketing
Agency Culture
Self-funding Strategies
Technology
Intellectual Innovation

TRUE study groups for operations directors, sales people, and account management/consultants.

2 MEMBER SUPPORT

TRUE leadership has experience in all areas of the agency ecosystem. We're passionate about helping agencies succeed and provide consulting for agency leadership.

3 MEANINGFUL PARTNERSHIPS

TRUE constantly researches and provides strategic partnerships with companies in all areas of your practice. We limit partnerships to foster the deep and meaningful relationships that can help agencies grow.

4 PROPRIETARY TOOLS

Sales - **TRUE** developed and continues to improve its C4i and C4e sales process to help agencies grow and scale.

Compliance - **TRUE** Compliance Shield enables agencies to deliver branded, proprietary compliance solutions to clients.

