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INSURANCE AGENTS AND SIGNIFICANT ASPECTS OF IMPROVING THEIR ACTIVITY

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ABSTRACT

This article considers essential peculiarities of the activity of insurance agents. Moreover, the article analyzes the ways to improve the activities of insurance agents under conditions of pandemics. The agreement of the agency may also specify the performance of other services and duties by the insurance agent. An insurance agent is a representative of a particular insurer who buys insurance products from a particular insurer. An insurance agent may also represent several insurers at once. Therefore, the maintenance of the position of insurance companies in the insurance market during the global pandemic and the successful implementation of insurance activities depends on the organization of the activities of comprehensive insurance agents.

KEYWORDS: *Insurance Market, Insurance Agent, Insurance Premium, Insurance Cover, Insurance Services, Pandemics.*

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