



Four Star Insurance Agency Explains Why Migrating to EZLynx Is a Breeze



Migrating from Applied TAM® to EZLynx® brings many benefits to insurance agencies. Firstly, EZLynx is a modern solution that equips you with all the necessary tools to sell, service, and grow your business from any device, anywhere, and at any time, resulting in more competitiveness and better business outcomes. Secondly, its user-friendly interface makes it simple to use and navigate, reducing employee training time. Best of all, the cloud-based platform allows for remote work and provides an adaptable work environment that employees find beneficial.

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Four Star Insurance Agency Inc. was established in 1954 by Charles J. Germana and officially incorporated in 1958. Charles Germana and his three brothers-in-law played a vital role in the agency’s formation, which is why it’s named after the original “four stars.” The agency’s logo, then and now, features a flag with four stars representing Quality, Low Cost, Dependable, and Service. We spoke with Joe Germana, Vice President of Four Star Insurance Agency, to discuss why they shifted to EZLynx after using Applied TAM for 35 years. He shared some change management strategies, significant milestones, and the time required to migrate systems successfully.

Q: Can you tell us about Four Star Insurance Agency and your history with Applied?

A: We have about 15 employees – four full-time salesmen, CSRs, and a part-time bookkeeper. Our agency is primarily personal lines – we’re about 85% personal, 10% commercial, and 5% life and health. We started with TAM® in 1989, and we’ve been with Applied ever since. TAM was very feature-rich at the time, so that’s why we chose it. That’s why we switched to EZLynx, too: because it’s feature-rich.

Q: Why did you decide to migrate to EZLynx?

A: We attended Applied Net 2022 in Nashville, where it was announced that you were encouraging a change of management systems. We knew that we needed to change and evaluated several options. We chose EZLynx because of its integrated comparative rating tool, ease of data input, and automation options, and my nephew saw its future-proofing potential. Plus, the migration process was straightforward.



Q: Can you tell us about your experience with the migration process?

A: The migration process was a breeze! We were pleasantly surprised by how easy it was to back up our system and migrate our data to EZLynx. We didn't have to do much data cleanup because we already had a long-running tradition of keeping our data clean by identifying current customers, expired customers, minors, and cross-references. The EZLynx migration team suggested migrating seven years of data, but we cut it back to three years because we didn't need that much information.

Q: How did you approach training for the new system?

A: We approached training for the new system by having meetings and offering incentives for people to do the training on their own time. We found the training user-friendly, with the option to read or watch videos. EZLynx also provided onboarding sessions and videos that were easy to follow.

Q: What are your thoughts on EZLynx now that you're up and running?

A: We like EZLynx because of the capabilities it gives us as a personal lines-focused agency. The comparative rating tool works well for us, and we like that the ease of data input and system flow allows us to focus on the customer. We also appreciate how easy it is to download information from our carriers. Overall, our experience with EZLynx has been very positive, and we're happy that we finally made the switch.



Q: Any final thoughts?

Our experience with onboarding EZLynx has been extremely positive. The straightforward migration process, along with the user-friendly training and comparative rating tool, make it an excellent option for any agency looking to transition from Applied TAM to a new management system. If you are considering updating your management system, I highly recommend checking out EZLynx.

