



Andy Altman

SPOTLIGHT ON Excellence

In each issue of *Signals* and *Trade Winds*, we spotlight the efforts of our agent partners who have achieved excellence in service, sales or agency management. To submit a recommendation for *Spotlight on Excellence*, please contact Susan Glynn, Director of Talent Development and Communications, at 617-328-2463 or susan.glynn@arbella.com.

We recently spoke with Andy Altman, president of **Rodman Insurance Agency, Inc.**, in Needham, Mass., to discuss the agency's approach to their long-term Commercial Lines success despite market, industry and economic changes.

A BUSINESS OF RELATIONSHIPS

Andy Altman will tell you that the success of Rodman Insurance is solidly rooted in strong relationships and service. "Most of our commercial customers are referred to us through our community network and are the result of relationships that have been built over decades," said Altman. "We act as a trusted risk advisor to our customers, and are pleased when they consider us as a valued asset just like their accountant or attorney. If there is a large account that is complex, we know we can make it work because we are working with one of the best underwriters in the business."

KNOWING THE "SWEET SPOT"

Altman believes that Rodman's deep understanding of its market focus has been critical to the company's success. "We prequalify all prospects, and we know our sweet spot.

We partner with Arbella on a broad range of target markets and have successfully written larger industrial type risks, such as distributors, large contractors, manufacturers, condo and apartment buildings, truckers and artisans."

A UNIQUE LOCAL CARRIER

Rodman's relationship with its Arbella underwriting team is based on trust. "We don't just blast our opportunities to every carrier. We've worked with our underwriter for 25 years, and he knows that when he receives a submission from us, there's a very good chance that Arbella will write it. Arbella writes more lines of business than other local carriers, and provides more local support and service than national carriers. We know we're in good hands when we submit larger premiums to Arbella, which is probably why we've grown more with them than with any other carrier."

Having just celebrated its 75th anniversary, and with over 7,000 clients, Rodman Insurance clearly has a strong hold on success.

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