



Butwin Insurance Group

Founded 1925

*"Opportunities Arise When The Right People Get Together"*

# **Mergers, Acquisitions and Partnerships**

*" 2 A.M. is a lousy time to find out you chose the wrong insurance broker. "*



# The Butwin Approach

**It is Not Just About the Formula. The Partner You Choose Will Determine if the Outcome Exceeds or Falls Short of Your Expectations.**

**We are looking for people and agencies with reputations to merge into ours.** You may retain ownership of your accounts or sell. You may continue working full-time, part-time or retire. We will provide and manage all back-office services and staffing needs. We will make payments to your existing agency so that you retain the benefits of owning your own company.

**We will tailor your responsibilities or retirement around your desires.**

**If you sell...** you will exchange a valuable asset, your business, for another valuable asset, cash.

**If you join us...** we should mutually do so with the realistic expectation that together we will become wealthier over time because we will have better opportunities together than apart.

**When we integrate...** your office will be fully up and running on the first day of our deal. We have made nine acquisitions to date: The Pall Agency; Hersh & Braverman; The Gorham Agency; Corak & Guthart; Hamilton, Levy & Miller; The Jackson Agency; Herman E. Wealcatch, Inc. PCG; and Oyster Bay Insurance Agency

**Imagine this...** plenty of markets, no expenses, no employees, no management responsibilities, no production pressures

**" An organization succeeds, not because it is big, but because there are people in it who live it, sleep it, dream it and build future plans for it. "**

*- Richard S. Butwin, President & CEO*

## **THE MOST IMPORTANT DECISION IS: WHO DO YOU MAKE A DEAL WITH?**

You have spent the better part of your lifetime building your business. Selling your business or dramatically changing your operations is one of the most difficult decisions in an entrepreneur's life. People sell or merge their business usually only once, in an emotionally-charged atmosphere with multiple pressures coming from different directions. The fact that your decision is so important, both financially and personally, can make the process more, rather than less, prone to error. Mistakes made in the once-in-a-lifetime decision are not reversible. The formula/price is very important, but often it is not the most critical aspect of the transaction. Because the buyer has so much more experience than you at this.

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# Why is This Better For You?

## Better Service to Your Clients

- Your clients will get additional expertise, deeper staffing and an overall more professional experience
- There will be more backup when you or others are out of the office
- Faster turn around from service requests such as Certificates of Insurance and Claims, which are dedicated departments in our firm
- Quicker response time to questions both in and out of the office with the help of State-of-the-Art automation
- Staffing 24hours for round the clock processing

**Your clients will get additional expertise, deeper staffing and an overall more professional experience.**

## Better Automation

- We use EPIC from Applied Systems. We are 100% paperless; there is not a live file cabinet in the office
- CSR 24 for natural disasters and blackouts
- Large screen TVs, video conferencing, conference call-in rooms and signature conference facilities

## Better Flexibility

- Because our staff has been setup to work from home for years (several do not even have a desk in our office) the shift to remote working due to Covid had no effect on the level of service to clients or hurt our operations
- We have been open for years when client's need us most...during storms and natural disasters. We were not closed after Hurricane Sandy, for example
- We currently have full-time remote employees based in China, Florida, Hawaii, Kentucky, Tennessee and throughout New York State

## Better (And More!) Markets

- We directly represent Chubb; AIG; The Hartford; Travelers; CNA; Cincinnati; GNY; Progressive; Philadelphia Insurance Companies; Pure, AmTrust; Encompass, Hanover; OneBeacon; Utica First; Shelter Point; Berkley One; Allianz; National General; Adirondack; Applied Underwriters; Brownstone Agency; Foremost; Affinity; New Jersey Skylands; Argo Group; Aspen, Hagerty; Markel; Lexington; Condon Skelly; US Assure; RLI; Summit; American Collectors; PLM; several Captive Insurance companies and others.
- You may increase your book's income from placing more accounts in direct markets with higher commissions and cross-selling
- You will have increased competitiveness and clout from more markets on renewals and new opportunities

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# Why is This Better For You?

## **Better Expertise for Prospects and Clients**

- Our staff has experience regularly dealing with larger and more sophisticated accounts and individuals
- You will have a good list to 'name-drop' to Personal and Commercial prospects
- Richard Butwin will be available to you and your clients to help with difficult situations and writing new clients
- You will have more confidence soliciting larger accounts
- Captive Insurance opportunity for your best insureds

## **Better Private Client Group**

- Each client gets an annual call from us to review their coverages
- Each client automatically gets an annual schedule of insurance
- Each client automatically gets an individual coverage checklist
- Each client gets a glove compartment pouch for their documents and instructions of "what to do in case of an accident"
- Each client has a dedicated PCG Account Executive
- Each client is identified in our system so when anyone pulls up their name, they know how important they are
- and yes, each client gets A Happy Birthday greeting
- We can blanket the homes of high-net-worth people; we have markets available to blanket multiple homes for one client under one policy

## **Better Quality of Life for You and Your Staff**

- You will have the ability for more time off... with a clear head
- We will provide you with perpetuation and cash out
- You will not have the responsibility of running an office or staffing
- Your employees will have more enjoyable work environment with modern facilities, more interaction and comradery
- Both you and your staff will enjoy working more



# It's Not Just About The Formula

## Who do you Make a Deal With?

The integration of your business, honesty, accurate & timely payments, retention, cross-selling, increasing commission and the ability to deal with problems & opportunities are issues that will probably weigh more heavily than 'the formula' when determining how much money you earn during the term of the contract and your satisfaction with the deal.

## How do you Make the Correct Decision?

We believe that interviewing others who were in your shoes will put you in the best position for this decision. We encourage you to ask any person we have previously made a deal with, any current or past employee or any insurance company any question about us. Ask about our performance versus our promises. We will be proud to be judged by their private independent answers.

**We always behave exactly as promised, both because we have so promised and because we must in order to maintain our reputation, which we are enormously proud of.**





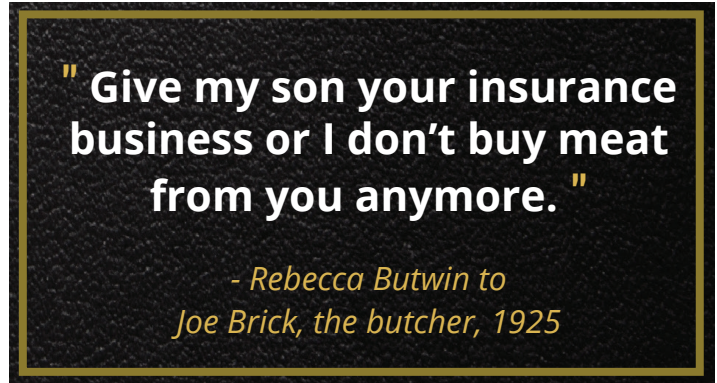
## About Us

In 1925, Nathan Butwin's mother Rebecca threatened to take her business elsewhere if the neighborhood butcher did not buy insurance from her son. Joe Brick became his first client. It was also the first- and only-time extortion was necessary to get or keep a client.

Butwin Insurance Group services over 10,000 companies and individuals in our state-of-the-art offices. We always draw on our historic strengths while at the same time abandoning comfortable routines when new opportunities require fresh thinking. Our reputation for honesty, intelligent thinking and being proactive precedes us in a competitive marketplace.

We have been cited in many national and local publications for our accomplishments and expertise. Cablevision's "Business to Business and Beyond" tagged us as the "Compbusters" for our expertise in Workers Compensation. We have appeared in *The New York Times*, *LA Times*, *Chicago Sun Times*, *Bergen Record*, *Long Island Business News*, *Accounting Today*, *CFO Magazine*, *201 Great Ideas For Your Small Business*, *Bloomberg News*, and *Good Day NY*, just to mention a few.

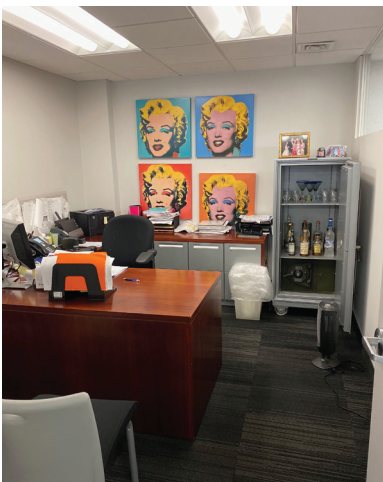
Richard S. Butwin, President & CEO of Butwin Insurance Group, is also on the Board of Directors at Hanover Fire & Casualty Insurance Company. Our website provides more information and represents our firm well. Please visit us at [www.butwin.com](http://www.butwin.com)



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# Our Facilities



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# The Butwin Difference

## Mission Statement

We want to be a company where every client feels we are the finest insurance professionals they ever hired and every member of the firm feels this is the best job they ever had.

## Credo

A request from a client is not an interruption of our day, it is what we do for a living. Therefore, it is the most important thing we do every day.

## Motto

We provide inspiring, drop-everything service.

## Our Core Values

- **We have Clients, not Customers**
  - ◊ A Client pays a professional for advice
  - ◊ A Customer purchases products from a store
- **This is **NOT** a job; it is a responsibility.**
  - ◊ We are not selling products. People are entrusting us to protect all their assets and future earnings. We are valued members of our client's financial inner circle. Do not ever lose sight of this.
- **Recognize that each of our client's businesses and estates are unlike any other.**
  - ◊ They also each have a different philosophy about insurance and risk tolerance.
- **No one enjoys paying insurance premiums. When a client calls, they just want their problem or request taken care of, period. No excuses, no delays.**
  - ◊ Answer the phone as close to 1 ring as possible
  - ◊ Reply to e-mails as soon as possible
  - ◊ Anyone can collect insurance premiums. It is how we respond when they need you, especially after a claim, which separates us from the competition.
- **E-mail is for requesting & sharing information.**
  - ◊ Speaking with people is how we communicate and build relationships.
- **Do as much of the clients work for them as possible, especially filling out applications.**
- **Be quick to abandon comfortable routines when problems or opportunities require fresh thinking and unique solutions.**
  - ◊ By definition: Anything we do not change cannot get better. No matter how well something is working, look to improve it.
  - ◊ Change in the world and our industry is a competitive advantage. Every time things change, a percentage of our competitors will not adapt.
  - ◊ We will not sell crappy insurance. If someone is going to have an uncovered claim, we would rather it be uncovered by someone else.







## Butwin Insurance Group

Founded 1925

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