

Group 500

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## A GROUP 500 SUCCESS STORY EMERGING

Nancy Them ([Roby-Foster-Miller-Earick, Inc.](#)) contacted Mike Schroeder, President of Group 500 Associate Member [Roundstone Insurance](#). The rest is history — in the making. Read on:

I've been working with Roundstone to design an alternative risk financing program for a homogeneous group of property owners in Northeast Ohio. Through several referrals, I was led to the Executive Director of a large property-driven association in Cleveland.

After our initial meeting, I contacted Mike Schroeder. We discussed this association. Most of its members had the same concerns with their current traditional insurance policies: Cyclical carrier appetite and premiums, carrier instability, numerous policies vs. one for all their properties, etc. Mike and his associate in Washington D.C. assured me that this group, as well as the climate in the reinsurance marketplace, was ripe for an alternative risk financing program.

Within two days I was on a conference call with Mike, his associate, and the executive director and three of the larger members of the association to discuss the concept. They were very interested. A week later, we met in person to review Roundstone's program. At this juncture, we're in the data-gathering phase. We'll be able to demonstrate the benefits of this program shortly. This will be the biggest deal I've ever established with an outside vendor.

I'm working on some other things with Roundstone and am very impressed with Mike and his entire staff. Without them I wouldn't have been able to design and deliver an option that's been unavailable until now. We will accomplish several goals in launching this program. The members will have a much more stable, non-cyclical program, price and market stability, stable risk management program, more involvement in their claims, return on investment income (vs. the insurance company keeping their money even in no claim years) and, last but not least, Roundstone and I will enjoy the income derived from this group.

I encourage all of you to think outside the box and target associations that have large homogeneous groups of businesses. Then contact Roundstone to see what they can do for you. I believe the traditional insurance programs for these large customers are dwindling. We must bring alternatives to the table for them.

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Nancy says it all. She promises to keep us posted as things develop. Meanwhile, why don't you call Mike at Roundstone? He can give you money-making ideas in a steady stream.

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