

Hardenbergh Group



LOCATION
Marlton, NJ

SUCCESS WITH
MyWave Elements®, Broker Briefcase® - P&C,
Broker Briefcase® - Benefits

CLIENT MIX
Small and large group;
focus on groups with
\$5-35K in commissions

Everything we do is based on individual account needs - we have adapted the Zywave solutions to work for exactly what our clients need.

BACKGROUND

Hardenbergh Insurance Group made its name focusing on main street business; utilizing great service, with a feeling of family, as their way of separating themselves from the competition. In the last 3 to 5 years, the organization made an intentional shift towards larger accounts and realized a need to define how they could truly provide value to their clients. "We wanted to move upstream and needed to show value to those clients," says Brian Blaston, Executive Vice President. "We primarily focus on the lower end of the middle market because small agencies do not have the resources that those clients need, and larger agencies seem to be unwilling to offer a high level of service to that size client." Hardenbergh Insurance Group has found a sweet spot in the \$5-35K commissions group, and they have invested in personnel and Zywave products to help capture this market.

SOLUTION

Hardenbergh Insurance Group purchased Zywave solutions - Broker Briefcase Benefits, Broker Briefcase P&C and MyWave Elements - about two years ago and has been able to effectively sell their value added services and service their clients with the valuable information contained in the Broker Briefcase suites as well as the portal.

"Purchasing Zywave and hiring more personnel was a strategic decision," Brian says. "When we decided to move in that direction, we knew we would have to invest to get ahead - and it has worked."

At Hardenbergh Insurance Group, the benefits division uses the information in Broker Briefcase to help their clients stay up to date on health care reform. "The documents are clean, informative and accurate, and they allow you to speak intelligently on virtually any topic."

In the property and casualty division where he works, Brian says that they use the resource to show the client that you are the expert in their industry. "I never would have mentioned OSHA three years ago," Brian says. "But because of the products, I have the resources I need and have become well-versed and knowledgeable about OSHA and other topics." Some of their other favorite tools include return to work programs and safety committee information. "For each new client we bring in on the P&C side, we begin by educating them about safety committees, safety manuals and return to work programs," Brian says.

RESULTS

Since making the decision to move upstream, Hardenbergh has seen considerable success. In 2013, they had a record setting new business year and have redefined their own expectations of success.

"Everything we do is based on an individual account needs - we have adapted the Zywave solutions to work for exactly what our clients need."

ROI FROM ZYWAVE

Has been able to move successfully upstream and obtain new clients in the lower-middle market

RESULTS

Wrote more business in 2013 than in the 58 years they have been in business