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# THE PLEXUS GROUPE

## *Customized Insurance Solutions for Business*

“There’s a better way to do this,” thought Walter R. Fawcett III in the late 1980s. Working in a variety of underwriting and sales capacities for one of the world’s largest insurance companies exposed Fawcett to insurance brokerage firms of all sizes and specialties. Fawcett found the smaller brokerage firms to be flexible, nimble, service-centric and grounded in strong customer relationships. In contrast larger brokerage operations typically housed an abundance of resources and staff, yet the mere size of the organization made the delivery of those resources to the customer complicated and often inefficient. Seeing an opportunity to bring together the best of both worlds, Fawcett founded The Plexus Groupe in 1990.

Today, The Plexus Groupe has grown into a premier boutique commercial insurance brokerage firm providing Property/Casualty and Health/Welfare risk management products and services to a global client base. At Plexus the goal is to be the best, not the biggest. “Our competitive advantage and differentiation lie in our service delivery model. The Plexus philosophy is to create a rewarding work environment free of organizational friction, hire talented insurance professionals, support them with useful technology and intellectual resources and then let them do what they do best — deliver quality products and services to their clientele,” says Chief Operating Officer Kerry Martin.

### Investments in People Pay Dividends

A boutique organization tends to attract a specific type of employee. “We’ve been fortunate that many talented professionals have found Plexus a rewarding place to work due in large part to our flexibility and entrepreneurial spirit,” Fawcett says. Providing an attractive work environment has allowed Plexus to focus on recruiting industry veterans. Plexus Groupe account executives average over 25 years of experience and most employees have previously worked for an insurance company. Fawcett continues: “In any negotiation, knowledge



From left: William H. Lacey, Jr., Vice President, Dallas Office; Kerry R. Martin, Chief Operating Officer; Lori R. Moreno, Vice President; Walter R. Fawcett, III, President & CEO; Mitchell C. Andrews, Executive Vice President & Chief Marketing Officer

is power. The fact that our staff has sat on the other side of the table proves invaluable when it comes to crafting policy terms, conditions, and negotiating price.”

Focusing on service and customer satisfaction versus new business development has not inhibited growth. Such a strategy places great emphasis on client retention and referral business. This long-term view has worked successfully at Plexus as evidenced by an average annual growth rate greater than 30 percent over the last four years.

What does the future hold for The Plexus Groupe? Fawcett explains, “We’re proud of our model and we cherish our culture. Our success lies in the collective effort and talent of the entire organization. We feel we can continue to grow our firm through strategic investments in talented, entrepreneurial insurance professionals who have specialized in either underserved industries or specific insurance products or services. We are confident there will always be a strong demand for quality risk management deliverables supported by personalized service.”



***“KNOWLEDGE, SERVICE, INNOVATION”***

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