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Bravo! ENTREPRENEUR AWARD WINNERS - 2011

Tim Starr

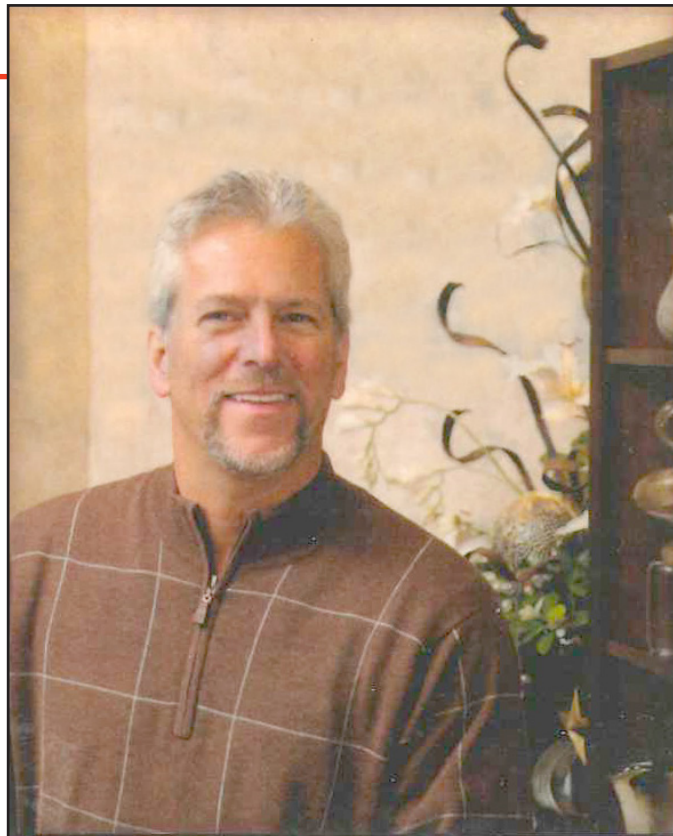
President

The Starr Group

5005 Loomis Road, Greenfield

www.starrgroup.com

Industry: Insurance and risk management agency



Under the leadership of its president, Tim Starr, Greenfield-based insurance and risk management agency The Starr Group has had three consecutive years of growth, despite the Great Recession, as the rest of the insurance industry has struggled.

During the recession, Starr decided The Starr Group needed to regroup, reevaluate and move ahead in order to remain profitable.

The Starr Group selected niche markets to target sales goals and Starr added four sales representatives over the past two years to help with the new clients. New business opportunities are strategically planned and analyzed to provide an engagement strategy unique to each potential client. Starr encourages constant review and attention to detail in making deals with new clients and continuing business with existing clients.

"In the past year we have designed new customer service techniques to put us at the forefront of innovation and customer service," said Starr.

The Starr Group has become more visible on social media sites and redesigned its website, which now features a live chat capability for on-demand client service.

"We have redesigned our website and incorporated a blog," Starr said. "We believe in providing our customers with practical, beneficial information."

Starr said he guarantees great customer service and contacts customers biannually to make sure their needs are met so they receive comprehensive insurance coverage and are satisfied with the service they get from The Starr Group. ■