

Largest Milwaukee-area independent insurance agencies

(Ranked by number of local employees)

Agent force

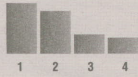
The four largest independent insurance agencies ranked by number of licensed agents selling insurance in the seven-county area:

237 ¹
Johnson/Diversified LLC

200 ²
Associated Financial Group LLC

90 ³
R&R Insurance Services Inc.

75 ⁴
The Hays Group of Wisconsin LLC



Keep covered

Johnson/Diversified LLC holds onto the top spot on the list despite a slight decrease in number of local employees and licensed agents in the area. SEBS Milwaukee Inc. moved into the list's Top 5 with 184 local employees. Willis of Wisconsin Inc., No. 18 last year, purchased HRH in October 2008 and now Willis HRH holds the fourth spot on the list. Aon Risk Services fell 10 places from last year with a marked drop in the number of employees and licensed agents reported, and Allied Insurance Center Inc. and Woller-Anger & Co. LLC are new to this year's rankings.

Looking ahead

Milwaukee-area hotels Feb. 27
MBA programs March 6

The List is compiled by Barb Zaleros. For more information, or to get on the List, e-mail bzaleros@bizjournals.com or call 414-908-0574.

Rank	Name Address	Telephone Web site	Prior rank	No. of employees (FTEs) Licensed agents	Percent of local business that is:			Chief management officer(s) ¹	Year est. in area
					Life/health	Property/casualty	WND		
1	Johnson/Diversified LLC 555 Main St. Racine	(262) 619-2800 johnsonins.com/div-ins.com	[1]	266 237	WND			Christian Lis Robert Sowinski	1904
2	Associated Financial Group LLC N16 W23250 Stoneridge Drive Waukesha, 53188	(262) 542-9822 www.associatedfinancialgroup.com	[2]	230 200	WND			William Bohm Steve Kleber	1970
3	SEBS Milwaukee Inc. ² 330 S. Executive Drive Brookfield, 53005	(262) 787-7070 www.milwaukee.strategicbs.com	[6]	184 65	100%	0%		Lynn Steinle Christy Schwan	1984
4	Willis HRH ³ 2323 N. Mayfair Road Wauwatosa, 53226	(414) 475-1100 www.willis.com	[5]	184 45	70%	30%		Dale Thoma	1908
5	R&R Insurance Services Inc. 1581 E. Racine Ave. Waukesha, 53186	(800) 566-7000 www.myknowledgebroker.com	[3]	182 90	15%	80%		Ken Riesch Ken Kurmow	1976
6	Robertson Ryan & Associates Inc. 330 E. Kilbourn Ave. Milwaukee, 53202	(414) 271-3575 www.robertsonryan.com	[4]	182 72	15%	85%		Gary Burton	1960
7	Ansay & Associates Inc. 101 E. Grand Ave. Port Washington, 53074	(888) 262-6729 www.ansay.com	[7]	99 64	30%	70%		Michael Ansay John Ansay	1945
8	The Hays Group of Wisconsin LLC 1200 N. Mayfair Road Wauwatosa, 53226	(414) 443-0000 www.hayscompanies.com	[12]	85 75	WND			Daniel Sapiro Daniel Kwiecinski Wendy Miller	1999
9	HNI Risk Services Inc. 16805 W. Cleveland Ave. New Berlin, 53211	(262) 782-3940 www.hni.com	[9]	85 65	15%	85%		Michael Natalizio Jim Natalizio	1963
10	National Insurance Services of Wisconsin Inc. 250 S. Executive Drive Brookfield, 53005	(262) 785-9995 www.nis-sif.com	[10]	84 7	100%	0%		Bruce Miller	1969
11	Alliant Insurance Associates LLC ⁴ 11127 W. Bluemound Road Wauwatosa, 53226	(414) 778-0555 www.bkinsurance.com	[11]	82 70	WND			Arnold Kellenberger	2001
12	American Advantage Insurance Group 2311 W. Silvernail Road Pewaukee, 53072	(262) 548-8070 www.americanadvantage.com	[13]	74 40	15%	85%		Michael Weidenbaum	1994
13	The Benefit Services Group Inc. N25 W23050 Paul Road Pewaukee, 53072	(262) 521-5700 www.bsg.com	[14]	57 20	100%	0%		Gerald Frye	1987
14	Security Insurance Services Inc. 2725 S. Moorland Road New Berlin, 53151	(262) 785-9490 www.securityins.net	[15]	55 17	16%	84%		Chuck Schiltz Scott Naze Derrick Iseler	1983
15	The Horton Group Inc. N19 W24101 N. Riverwood Drive Waukesha, 53188	(262) 347-2600 www.thehortongroup.com	[16]	50 20	40%	60%		Robert McIntyre Andrew Serio	1998
16	Marsh USA Inc. 411 E. Wisconsin Ave. Milwaukee, 53202	(414) 290-4700 www.marsh.com	[17]	45 32	WND			Anthony Peterson	1963
17	Snyder Insurance Agency Inc. 100 S. Main St. Oconomowoc, 53066	(262) 567-0285 www.snyder-ins.com	[19]	32 25	52%	48%		John Snyder III John Casper	1960
18	Aon Risk Services 330 E. Kilbourn Ave. Milwaukee, 53202	(414) 271-6420 www.aon.com	[8]	31 26	15%	85%		Phil Hoffmann	1972
19	Starr Group 5005 W. Loomis Road Greenfield, 53220	(414) 421-3800 www.starrgroup.com	[22]	25 10	22%	78%		Tim Starr Mark Priestat	1956
20	Integrated Risk Solutions Inc. W237 N2920 Woodgate Road Pewaukee, 53072	(262) 523-9600 www.intrisksolutions.com	[21]	25 7	5%	95%		Thomas Precia C. Peter Aisbet	2001
21	CRB Insurance Agency 1400 Newman Road Racine, 53406	(262) 884-0900 www.crbins.com	[24]	24 11	15%	85%		John Rowland Mike Walton	1903
22	Allied Insurance Center Inc. 12750 W. North Ave. Brookfield, 53005	(262) 782-5373 www.allied-insurance.com	[NR]	22 10	10%	90%		James Polaski	1956
23	Arthur J. Gallagher Risk Management Services 18000 W. Sarah Lane Brookfield, 53045	(262) 792-2202 www.ajg.com	[23]	18 12	0%	100%		David Koberstein	1980
24	Woller-Anger & Co. LLC 930 Elm Grove Road Elm Grove, 53122	(262) 789-2500 www.wolleranger.com	[NR]	16 4	31%	69%		Robert Anger Ervin Woller	1984
25	TCA Financial Services Inc. N48 W14336 Hampton Ave. Menomonee Falls, 53051	(262) 783-7060 www.tcains.com	[25]	15 8	20%	80%		Jeffrey Lisota James Westerlund	1975

Notes: Information was gathered from Web survey responses filled out by company representatives. The list includes agencies located in Milwaukee, Racine, Kenosha, Walworth, Waukesha, Ozaukee and Washington counties. The list is ranked by the number of full-time, FTE employees in the metropolitan area, exclusive of sub-brokers. Ties are broken by number of licensed agents selling insurance in the seven-county area. David Insurance Agency Inc., No. 20 on last year's list, did not respond by press deadline. To be considered for the list next year, contact Barb Zaleros at bzaleros@bizjournals.com.

¹ — Positions include chairman, chief executive officer, president and chief operating officer. NR — Not ranked last year. WND — Would not disclose. 1 — Another address and phone number is W223 N608 Saratoga Drive, Waukesha, 53186, (262) 574-0440. 2 — SEBS Milwaukee Inc. is the employee benefits division of the Cornerstone Financial Group and participates in the nationwide marketing program of Northwestern Mutual Financial Network. 3 — Willis of Wisconsin Inc. purchased HRH in October 2008 and is now Willis HRH. 4 — Alliant includes F.C.I.K. Inc./Bruce Gendelman Co./Burdick-Kellenberger Ins./Republic Association of Wisconsin Inc./LeVine Agency.

Information current as of February 20, 2009