

The VanVleet Insurance Agency is vibrant and visible



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By Mike Bennett

It’s truly on the move since relocating in March to Glen Miller Parkway, just across from the park and golf course along East Main Street.

The increased visibility has helped spark a growth in volume, along with a strong marketing plan and pleased customers. “We are really happy,” said president Brad VanVleet. “This is the busiest road in Richmond. We’ve seen a substantial increase in activity in the month we’ve been here.”

He and his father, Eric, became aware late last year that the former bank was for sale and were quick to make a deal. “It is a big step, a substantial investment in time and money, but well worth it,” Eric VanVleet said. “The hometown agency was growing anyway and needed more space. We were up last year in policy count and revenue. I suspect that will happen again.”

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The move already has facilitated the addition of an employee -- Michael Elor-

reaga, an Earlham College graduate -- to keep pace with the increased sales opportunities.

The agency was formerly located at 1110 South A Street for 32 years. The building is now occupied by Ameriprise.

The new site offers VanVleet Insurance Agency more room for the 10 employees, more parking spaces and easy access with two street entrances, said Brad Van Vleet. “We want to offer a heartfelt thank you to all of the loyal clients who have made it possible for the business to relocate to such a desirable location,” he said.

The building also features a drive-through, which allows customers to drop off payments or pick up paperwork without leaving their vehicles. Other amenities include a skylight above 60 percent of the space. That creates a more open and cheerier environment for employees and customers, Eric Van Vleet said.

Six agents are licensed in Indiana and Ohio. They sell and service personal lines of insurance (home and auto) and com-

mercial lines (office, contractor and manufacturer).

Kyle Zajdel specializes in life and health insurance and Medicare supplements.

Erie Insurance, along with Celina Insurance and a few other specialized companies, offer very competitive markets both in personal lines and commercially.

Brad and Eric VanVleet are proud of the fact that the agency has six employees under the age of 35, a youth movement that is needed to succeed in a competitive market. “The engines of growth are young people. That’s how you create a future,” Brad said.

Several marketing strategies engineered by Kelly VanVleet have helped the agency be positioned well, too. The agency has a strong media presence and also works hard to service customers. “She’s done a super job,” Eric Van Vleet said.

“She said if we invest in the current base, we actually make them ambassadors, bringing us more customers.”

The strategies include a VIP party for those who make referrals, a car wash for clients and a Christmas party that is open to all clients and held at the Wayne County Museum.

Strong word-of-mouth testimonies are essential in the growth of the company.

“We have a wonderful referral program ... 30 were made last month,” Eric VanVleet said. “We work it. It’s a very active program that pays dividends.”

The VanVleets invite anyone to stop by and see the new office.

The agency phone numbers are (765) 935-5655 and toll free (866) 935-5655. More information also is available on the company Website at vanvleetinsurance.com

VanVleet Insurance