

Year after year, Zurich moves dealer forward

Located in the heart of farm country, Long McArthur is a mid-size auto dealer, selling 3,500-4,000 vehicles a year. The dealership has done well, experiencing consistent growth for the past five years and throughout the recession when other dealers were shrinking or selling off to larger dealers.



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General Manager, Derek Lee, says their success can be attributed to solid business practices and good business decisions, including their choice of insurance carrier and F&I service provider, Zurich.

We asked Derek how Zurich was selected and why. “Our prior carrier seemed to us to become complacent,” Derek says, “that’s what opened the door for Zurich – that and the fact that the Zurich rep was very persistent. He contacted me consistently, using a marketing piece that referenced how much money we may be missing out on each month. That message stuck with me. So I called Zurich’s references. They said Zurich is really good, does a great job with the team and will help us sell more product. I decided to give the Zurich rep an opportunity to talk to us.”

Zurich made a good first impression. The Zurich rep asked great questions and even had ideas his team hadn’t considered. This creativity and knowledge has been

helping Derek’s team look at their business in a different way. After a successful first year, Long McArthur decided to move its P&C coverage to Zurich as well.

Four years into the F&I relationship, and three years for P&C, Derek says Zurich doesn’t get complacent. “Zurich continues to move us forward, giving us the tools and training to help us improve our profits year over year.” Zurich has been impressive, he says, in staying the course. “Zurich is in the store every week, every Friday. We go through the metrics, look at the bright spots, where we could do better, plan for adjustments. Zurich spends time with my team every Friday afternoon, providing feedback and recommendations and even role-playing; it’s almost like having another member of the management team. The motivation and training doesn’t stop.”

Zurich has also helped Long McArthur with compliance. “We have achieved near



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perfect compliance with the help we have received from Zurich," he says, and went on to describe a commendation he received from the state's attorney, noting the great efforts the dealership made to educate and inform customers about options available to them and how their decisions affect what they will pay. "And," he says, "Zurich's Streamlined Selling System works." Using the system, the dealership has experienced consistent, sustainable growth. They've grown throughout the recession and continue to see growth. "We have renovated and expanded our business due to the profitability that we've seen since we've been with Zurich. We've hired new staff and increased what we pay our team."

Knowledge is another asset that really sets Zurich apart. "Zurich has an in-depth knowledge of this business," he says, "from the claims people who really know and understand the vehicles and issues inside and out, to the F&I support with ongoing training and accountability, to the individuals who support our reinsurance, they all have a true working knowledge of our business."

We know there are a lot of insurance and F&I providers — so we asked Derek why he stayed with Zurich. "Trust, confidence. We trust Zurich and we're confident that Zurich will do the right thing if there is a claim. We have confidence that we are covered and that things will be handled without complications." Derek says that Zurich has an excellent reputation, that the Zurich name is so well respected that even customers recognize and value the F&I products they purchase. He has received emails from customers that say "thank you" for recommending Zurich products.

Derek says his experience with Zurich has been excellent all around, "I sometimes think about where we would be if I hadn't gone with Zurich, we could have lost out on major growth. I have been willing to give my name as a reference for Zurich, and I have never done that before. That is how strongly I feel about Zurich."

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