

# Entrepreneur Profile

## DAN GLUNT

FOUNDER AND CEO,  
FORT POINT INSURANCE SERVICES

**What it does:** Insurance services focusing on wealthy clients.

**HQ:** San Francisco.

**2009 revenue:** \$2.1 million (projected).

**2008 revenue:** \$1.9 million.

**Employees:** 12.

**Founded:** 2003.

**Source of startup capital:** We obtained a bank loan, co-signed by a friend of mine who now owns 5 percent of the company.

**Background:** B.A. in finance from Stetson University. Worked for Chubb Insurance Group in five cities.

**Age:** 37.

**Residence:** San Francisco.

**Web site:** fpins.com

## Big Picture

**Reason for starting business:** I love insurance. There's always been a huge talent gap in the affluent personal insurance market. We think there's so few qualified competitors in this niche.

**Most difficult part of decision:** Fear of



failure. When I started, I didn't have any money so I wasn't afraid of losing it.

**Biggest plus of ownership:** Freedom and the fact that I still own 95 percent of the company. The ability to be in control of so many things, the direction of the company, how I spend my time.

**Biggest drawback:** You definitely live and breathe it. It's like having a child.

**Biggest misconception:** There were no real surprises. I knew that early on cash flow was paramount and it was definitely a ... priority. But you never realize

how important it is until you live it.

**Biggest business strength:** Our people. Internally, our employees are the brightest and the most detail oriented.

**Biggest business weakness:** I am conflict averse.

**Biggest risk:** We created an advisory board that consists of other insurance firms, in some cases a direct competitor, but all folks I trust. It's odd to ask a competitor for (feedback).

**Biggest mistake:** I would say not venturing out sooner on my own. I would have loved to have done it before I did.

**Biggest worry:** Earthquakes, brush fires and the theft or destruction of a few valuable works of art. I say the word "earthquake" about 40 or 50 times during a work day.

**Top source of inspiration:** Money. We're not running a nonprofit here. The government is not going to lower my taxes next year, so I'm going to have to work hard.

## Daily Routine

**Most challenging task:** Dealing with the HR issues. It doesn't come easy. Being an employer in the Bay Area, there are many pitfalls.

**Favorite task:** Being in front of clients and prospective clients.

**Least favorite task:** Email. I get 250 emails a day and clean it out to zero everyday.

**Source of support in a business crisis:** My wife Kristin, Patrick Connolly, who owns 5 percent of the company, our advisory board and the Rev. Dr. Jason Parkin.

## Dreams

**Key goal yet to achieve:** To be thought

of as the specialty boutique in the Bay Area for private client personal insurance. I think we're well on our way to achieving that.

**First move with capital windfall:** Retire all debt and hire more people.

**Five-year plan:** Double our size in five years, both (in terms of) revenue and to a less extent headcount and buy a small building in Jackson Square.

**Inducement to sell:** The firm will experience significant growth over the next five years and I want to be part of that. If I did sell it, it'd be to a firm that didn't want to change what we do.

**First choice for new career or venture:** Stay-at-home dad.

## Personals

**Most-admired entrepreneur:** There's no one person. Really it's any business owner that started on their own and is still around after the five-year weeding out period. It's an elite group and the backbone of the U.S. economy.

**Most interested in meeting:** I'd love to arrange a lunch with Warren Buffett, Jimmy Buffett and Jesus Christ. I'm hoping the three would provide some valuable answers to tough questions.

**Stress reducers:** Spending time with my 2-year-old girl and 3-week-old baby girl.

**Favorite book:** "Don't stop the Carnival," by Herman Wouk.

**Favorite film:** "Fletch."

**Favorite restaurant:** Frascati in Russian Hill.

**Favorite destination:** New Smyrna Beach, Florida.

**What's on your iPod:** All country.

**Automobile:** 2008 Smart Car.

— Emily Fancher ■