

Broker does well selling coverage to the wealthy

BY CHRIS RAUBER

crauber@bizjournals.com

Fort Point Insurance Services, a nearly 3-year-old personal insurance brokerage that targets C-suite executives and the independently wealthy, appears to be hitting the mark.

Both premium volume and the agency's own revenues, which track closely, are up about 60 percent this year, said Daniel Glunt, the San Francisco agency's founder, principal shareholder and CEO. The firm grew 115 percent in 2005 from a startup 2004 base of nearly \$2 million in premiums. This year, premiums should finish in the \$6 million to \$7 million range, Glunt said. The brokerage now does business in 38 states, up from 11 in early 2005.

Fort Point should bring in \$1.5 million in revenue next year, Glunt said, as it continues to target affluent and "ultra affluent" consumers that it believes are under-served by their existing brokers. The agency can't identify its upscale customers, but Glunt said they span the spectrum from Fortune 500 leaders to Atherton retirees to 30-year-old Silicon Valley hot shots, along with various unnamed professional athletes, members of Congress and San Francisco blue-bloods. They include some three dozen families whose net worth is more than \$100 million.

Most new business is steered to Fort Point by what it calls "centers of influence" — private banks, trust companies, attorneys, accountancies and boutique wealth-management firms that deal directly with the well-to-do. Most of its



Glunt

business is written by four major insurance carriers: the Chubb Group, AIG, Novato-based Fireman's Fund Insurance Co. and Travelers.

Will Van Den Heuvel, a San Diego-based senior vice president for AIG's private client group, said Fort Point is successful with its single-minded focus on wealthy people. "They went from nothing to one of our largest and fastest-growing agents in the region," said Van Den Heuvel, responsible for the private client group in AIG's 17-state western region.

Glunt launched the agency in October 2003 with James Corroon, a longtime executive with giant brokerage Willis Corroon Corp. Startup capital consisted of about \$250,000 in loans and other funding from its three principals, including Treasurer Patrick Connolly.

Fort Point — named after the fort that guarded the Golden Gate for years — is moving in early October to 4,000 square feet of space in Embarcadero Three to provide space for its eight full-time and two part-time employees and reserve

space for future growth. Its latest hire is Stanton Sanchez, who joins in October as vice president from AIG.



Sanchez

"We've made a decision to grow organically," said Glunt, noting that he has recently fended off several

investment offers from private equity firms. But it's hard to find the right people to support additional growth "because there's a dearth of people who do what we do."

Chris Rauber covers insurance for the San Francisco Business Times. ■