

T H E L I S T

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LARGEST AREA INDEPENDENT INSURANCE AGENCIES

RANKED BY NUMBER OF LOCAL EMPLOYEES

Business name Website	Address Phone/	Total local employees	Licensed agents, local	% life/ health	% property/ casualty	Top local executive	Year est. Headquarters location
1 Robertson Ryan & Associates Inc. ① robertsonryan.com	330 E. Kilbourn Ave. Milwaukee, WI 53202 414-271-3575	225	103	24%	76%	Gary Burton	1960 Milwaukee
2 R&R Insurance Services Inc. ③ myknowledgebroker.com	1581 E. Racine Ave. Waukesha, WI 53186 800-566-7007	176	148	14%	86%	Ken Riesch	1975 Waukesha
3 The Hays Group of Wisconsin, LLC dba Hays Cos. of WI ⑤ hayscompanies.com	1200 N. Mayfair Rd. Wauwatosa, WI 53226 414-443-0000	110	95	33%	66%	Daniel Sapiro Wendy Miller Daniel Kwiecinski	1999 Minneapolis
4 Willis of Wisconsin Inc. ④ willis.com	400 N. Executive Dr. Brookfield, WI 53005 262-780-3120	110	65	60%	40%	Dale Thoma	1918 London
5 American Advantage Insurance Group ⑧ americanadvantage.com	2311 W. Silvernail Rd. Pewaukee, WI 53072 262-548-8070	96	55	12%	88%	Michael Weidenbaum	1994 Pewaukee
6 Ansay & Associates LLC ② ansay.com	101 E. Grand Ave. Port Washington, WI 53074 888-262-6729	92	68	20%	80%	A. John Ansay Michael Ansay Thomas Snaetz	1946 Port Washington
7 National Insurance Services of Wisconsin Inc. ⑦ NISBenefits.com	250 S. Executive Dr. Brookfield, WI 53005 262-785-9995	91	20	100%	NA	Bruce Miller	1969 Brookfield
8 Johnson Insurance Services LLC ⑥ johnsonins.com	555 Main St. Racine, WI 53403 262-619-2800	78	64	40%	60%	Mark Behrens	1985 Racine
9 HNI Risk Services ⑩ hni.com	16805 W. Cleveland Ave. New Berlin, WI 53151 262-782-3940	78	45	20%	80%	Michael Natalizio Jim Natalizio Chad Tisonik	1963 New Berlin
10 Beneco of Wisconsin/Benefits Inc. ⑩ thebenefitcompanies.com	250 N. Patrick Blvd. Brookfield, WI 53045 262-207-1999	72	48	85%	15%	Curtis Otto	40 Brookfield
11 Marsh & McLennan Agency ⑪ securityins.net	2725 S. Moorland Rd. New Berlin, WI 53151 262-785-9490	62	16	30%	60%	Scott Naze	1983 New Berlin
12 The Benefit Services Group Inc. ⑬ bsg.com	N25 W23050 Paul Rd. Pewaukee, WI 53072 262-521-5700	60	26	100%	NA	Gerald Frye	1987 Pewaukee
13 Principal Financial Group ⑭ principal.com/wisconsin	10200 W. Innovation Dr. Wauwatosa, WI 53226 414-258-6220	55	65	29%	NA	Dan Buehrle	1920 Des Moines, Iowa
14 RC Insurance Services Inc. ⑮ rcinsure.com	1320 Walnut Ridge Dr. Hartland, WI 53029 262-367-8611	46	45	35%	65%	Jeffrey Cardenas Dimas Ocampo	1978 Hartland
15 M3 Insurance ⑯ m3ins.com	N19 W24200 Riverwood Dr. Waukesha, WI 53188 262-524-4038	45	38	58%	42%	Dale Van Dam Rich Twietmeyer	1998 Madison
16 Associated Financial Group LLC ⑰ associatedfinancialgroup.com	N16 W23250 Stoneledge Dr. Waukesha, WI 53188 800-877-8822	45	35	60%	40%	William Bohn	1970 Kimberly
17 The Horton Group ⑱ thehortongroup.com	N18 W24101 N. Riverwood Dr. Waukesha, WI 53188 262-347-2600	38	38	33%	67%	John Hamer Robert McIntyre	1998 Orland Park, IL
18 Integrated Risk Solutions Inc. ⑲ intrisksolutions.com	2120 Pewaukee Rd. Waukesha, WI 53188 262-523-9600	32	7	15%	85%	Thomas Precia John Gallagher C. Peter Aisbet	2001 Waukesha
19 The Starr Group ⑳ starrgroup.com	5005 W. Loomis Rd. Greenfield, WI 53220 414-421-3800	31	24	16%	84%	Tim Starr	1956 Greenfield
20 Aon Risk Solutions ㉑ aon.com	10700 Research Dr. Wauwatosa, WI 53226 414-271-6420	30	15	45%	55%	Phil Hoffmann	1972 London, England
21 Cyganiak Planning Inc. ㉒ cyganiakplanning.com	3515 N. 124th St. Brookfield, WI 53005 262-783-6161	29	21	100%	NA	Jon Cyganiak	1973 Brookfield
22 David Insurance Agency Inc. ㉓ davidinsurance.com	1300 S. Green Bay Rd. Racine, WI 53406 262-636-1860	28	26	30%	60%	Chris Antonneau	1950 Racine
23 Marsh LLC ㉔ marsh.com	411 E. Wisconsin Ave. Milwaukee, WI 53202 414-290-4700	27	21	NA	NA	Stacie Pillans Anthony Peterson	1963 New York City
24 Arthur J. Gallagher Co. ㉕ ajg.com	17035 Wisconsin Ave. Brookfield, WI 53005 262-792-2201	25	10	5%	95%	Kristina Winterfeldt	1980 Itasca, IL
25 Unisource Insurance Associates LLC ㉖ unisourceinsurance.com	10425 W. North Ave. Wauwatosa, WI 53226 414-774-7040	23	23	30%	70%	Paul Brunner	1968 Wauwatosa

NOTES: NA - not applicable, not available or not approved

CLOSER LOOK

1,427
Total licensed insurance agents working at locations in the seven-county area for firms on The List

3
Total number of independent insurance agencies on the list of 25 that do 100 percent of their business in the health and life insurance realm

THREE MORE
The next three independent insurance agencies that submitted information but missed the list based on numbers of employees

CRB Insurance Agency, Racine	18
Woller-Anger & Co. LLC, Elm Grove	17
Voss Insurance Group LLC, Richfield	13

ABOUT THE LIST
Information was obtained through questionnaires submitted by representatives of individual companies with locations in Milwaukee, Waukesha, Washington, Walworth, Ozaukee, Racine and Kenosha counties. Only those agencies that responded to our inquiries were considered for inclusion. Ties are broken by the number of local licensed agents. **The information is current as of May 1, 2015.**

LIST CONNECTION
If you would like information about this or other lists published in the Milwaukee Business Journal or to obtain a survey for a particular list, contact Barbara Zaferos at bzaferos@bizjournals.com.

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T H E L I S T

Insurance claims occasionally come out of the blue



Brokers and agents at Milwaukee-area independent insurance agencies have probably seen it all when it comes to claims that come across their desks. Some local executives with agencies on the list recalled their "oddest" claims in 2014:

"After one of 2014's subzero cold spells, the daughter of our client was driving past her parent's rental property and noticed water running down the driveway (not a good sign). Photos of the interior of the property, and specifically the basement, looked like natural, arctic ice caves. The good news? All damages were covered due to the policyholder having appropriate coverage."

BRIAN BRUNNER, manager-personal lines, Unisource Insurance Associates LLC, Wauwatosa

"Employee climbing step ladder carrying materials. Instead of making an extra trip up and down the ladder, decided to save time and placed electric drill in front pocket of pants. While climbing ladder the drill turned on with the drill bit boring its way Bet that won't happen again!"

ERIK MIKKELSON, vice president of strategic relationships and innovation, Ansay & Associates LLC

CHANGING DEFINITIONS

From recent Wisconsin Office of the Commissioner of Insurance bulletin to all insurers authorized to write health insurance in Wisconsin, dated April 24, 2015: Providing guidance regarding the U.S. Department of Health and Human Services extended transitional policy for large employers with 51-100 employees.

"Recently, OCI has received numerous inquiries surrounding transitional relief for large employers with 51-100 employees which expressed the concern that the above guidance on transitional policies does not provide insurers with necessary clarity. Under federal law, the definition of 'small employer' will change from the state definition of 2-50 total employees to the federal definition of 1-100 total employees effective



Jan. 1, 2016. This bulletin specifically clarifies the transitional relief offered to employers impacted by the small group definition change effective Jan. 1, 2016. It is the intent of OCI to ensure employers impacted by the definition change and their insurance carriers are able to maintain continued access to coverage eligible for transitional relief."

For entire bulletin go to oci.wi.gov

ATTRACTING NEW TALENT

When it comes to recruiting agents and brokers, independent insurance agencies' greatest challenge is attracting millennials and developing new talent.

"Millennials are migrating to 'sexier' careers in technology," said Andrea Brunner-Nelson, an owner at Unisource Insurance Associates LLC, Wauwatosa. "We are demonstrating the insurance profession, traditionally considered old

school, is evolving in a cutting edge way ... and we are not referring to funny, multimillion-dollar ad campaigns."

Unisource's recruitment efforts define a career path combining the latest in servicing innovation with a "high touch, personal" approach, Brunner-Nelson said.

"From a technology needs standpoint, the client is in charge and independent agents are hip enough to deliver," she said.

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Are you an expert in Wealth Management? Milwaukee Business Journal subscribers have average household incomes of more than \$217,000 and net worth of more than \$1.8 million. The 2015 Guide to Wealth Management advertising supplement gives you the perfect vehicle to communicate with these valuable individuals.

PUBLICATION DATE

May 29, 2015

THE 2015 BUSINESS GUIDE

Provide thought leadership and expert advice to Milwaukee area business owners. The 2015 Business Guide, distributed at the SBA Awards and in the Milwaukee Business Journal, will give you the opportunity to write an article that will position your firm as an expert in your industry while promoting your services.

PUBLICATION DATE

June 5, 2015

CELEBRATING 2015 ANNIVERSARIES

Is your company celebrating a special anniversary in 2015? Milwaukee Business Journal will be highlighting businesses that are celebrating milestones in 2015. Share your unique story in the July 3rd edition of Milwaukee Business Journal.

PUBLICATION DATE

July 3, 2015

2015 ARTS INSERT

Whether they're going to a concert, visiting a gallery, watching a play or listening to the sounds of the symphony - our readers share an appreciation for the arts. On Friday August 14th, the Milwaukee Business Journal will be wrapped in a special protective bag, and tucked neatly inside will be your promotional insert or event calendar!

PUBLICATION DATE

August 14, 2015