



## Small Agency, Big Impact

### *Episode 44 Show Notes*

#### Welcome to the Insurance Leadership Podcast!

In today's episode, host Ryan Eaton sits down with Mark Lampen, founder of Health Insurance Specialists and a long-time partner of Morgan White Group. Mark has built a top-notch agency in Missouri that's known for its outstanding service and custom insurance solutions. Join us as Mark shares his approach to running a successful general agency, the power of specializing in what you do best, and why building real relationships is key in the insurance world. Get ready for some practical tips and stories from a true industry leader—thanks for tuning in!

#### Jumpstarting an Insurance Career with Hands-On Experience

Mark's journey started with a temp position at Prudential Insurance, which soon turned into a passion for sales and relationship building. A service role at Golden Rule Insurance gave him invaluable, on-the-ground training, helping him understand agents' needs and the power of building strong connections.

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*"Insurance is about relationships, and while tech is great, there's still nothing like a face-to-face connection." – Mark Lampen*

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Mark's early experiences showed him that nothing beats genuine, in-person interactions—a principle he still holds on to in today's tech-driven world.

#### Mastering the Art of Specialization: Quality Over Quantity

Mark believes that focusing on a few key products is better than trying to do it all. His agency prioritizes gap insurance and select health plans, allowing them to deliver high-quality options and top-notch support.

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*“I don’t try to be everything to everybody. By staying focused, I can provide better solutions and a better experience.” – Mark Lampen*

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Specialization lets Mark’s agency stand out as experts in their field, ensuring that their brokers have access to well-vetted products backed by deep knowledge and dedicated service.

#### Setting a New Standard for Service and Availability

Mark’s commitment to “over-servicing” his clients sets him apart. His agency is available around the clock, offering brokers the support they need—whether it’s late at night or on weekends.

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*“Our agency is small, but that means we can be available when brokers really need us—often, that makes all the difference.” – Mark Lampen*

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This level of accessibility is rare and has helped Mark’s agency earn loyalty by showing brokers and clients that they truly care.

#### Building Credibility One Relationship at a Time

Mark has found that meeting brokers face-to-face helps his agency compete against big name players. By focusing on personal connections, he’s been able to build trust and credibility that larger companies often lack.

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*“We may not be a household name, but getting out there, face-to-face, with brokers makes all the difference.” – Mark Lampen*

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Mark’s hands-on approach shows brokers he’s invested in their success. His team’s willingness to join brokers on client presentations highlights their commitment to collaboration and trust.

#### Conclusion

Mark Lampen’s story shows us the incredible value that small, dedicated agencies bring to the industry. Here at the Insurance Leadership Podcast, we’re big believers in the unique advantages that small businesses offer: they’re agile, focused on personal service, and often bring fresh, innovative ideas to the table. Mark’s journey is a reminder that success isn’t always about size; it’s about quality, integrity, and a commitment to doing what you do best.

To all business leaders tuning in, remember that focusing on core strengths and nurturing real relationships can lead to remarkable success. Every large corporation started as a small business, and it’s the entrepreneurial spirit, combined with a commitment to value, that fuels true growth. We hope this episode inspires you to see the impact small agencies can have and encourages those thinking of going solo to take the leap!

### What's Next

Join us next month for our special Highlight Reel for 2024, where we'll revisit some of the most insightful conversations of the year. Don't miss it!

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