

RELATIONSHIP BUILDING POWERS FEDELI GROUP

The core philosophy of the Fedeli Group is that there is nothing more important than relationships forged with clients, associates, strategic partners, and the community. Relationship building isn't just about creating business success; it's also about helping people make connections that benefit them.

"Networking plays a role in all areas of life," says **Umberto Fedeli**, founder and President of the Independence, Ohio-based agency.

Growing Strong

The agency's strategy has been successful, and the Fedeli Group has grown to become one of the state's largest private insurance brokerages. Its two largest lines of business are employee benefits and commercial P&C, and the agency also writes significant amounts of surety, environmental insurance, and specialty lines.

The agency has always focused on risk management, and a key strategic change is designed to heighten that focus. "We are moving from being the broker that is consultative to the insurance consultant that places business. The sentence is simple, but the execution is challenging," Umberto says.

That shift aligns with the agency's emphasis on middle-market accounts that tend not to have their own on-staff risk managers. "We focus on successful, entrepreneurial businesses that value our ability to identify problems and bring the ideas and network of resources to solve those problems," Umberto says.

The agency is also known for its unique approach to hospitality. Its headquarters office includes a commercial-grade kitchen where agency executives, producers, and staff prepare and serve gourmet Italian meals daily to visiting clients, prospects, carrier associates, and other guests. "We believe something magical happens when you break bread with people," says Umberto.

The Fedeli Group also believes in servant leadership, with both the agency and its staff actively involved in dozens of community organizations and charities. "A business needs to transform from success to significance," Umberto says. "We need to always be asking, 'How can I help somebody else?'"

Future Focus

Having recently completed 25 successful years with *ACUITY*, the Fedeli Group has no plans to rest on its laurels.

"You only coast one way: down. We don't coast, we grow," Umberto says. "We also have customer retention as a goal as well as being proactive in our staffing needs, hiring people with the integrity, intelligence, and intensity to keep us moving forward," says Umberto. "We are planning for perpetuation and developing the next generation of leadership."

As it moves forward, the Fedeli Group will continue its emphasis on building relationships, adding value to clients' risk management processes, and always under-promising and over-delivering on service.

"Nobody can predict for certain what the future holds," says Umberto, "but doing these things is important to position yourself for success in any environment and ensure that your product and service will be in demand." ●



Umberto Fedeli, founder and President of Fedeli Group.