



# THE SELTZER STUDIES

Volume 2 / Issue 8

## Seltzer Group Employee Receives Prestigious Award for Second Year



For the second year in a row, Lisa Doran, Vice President of Development at The Seltzer Group, has been awarded a top honor from our agency network partner, Keystone.

Lisa has over 30 years of experience in the insurance industry and has been with The Seltzer Group for 25 of them. Her performance in 2018 and again in 2019, has earned her the Keystone Annual Thoroughbred Award.

Keystone was founded in 1983 in Danville, Pennsylvania. Over the past 37 years, it has grown to operate in 16 states with almost 300 agency partnerships, making it the third largest agency network in the country.

For this prestigious award, there are thousands of eligible candidates that span Keystone's network. With this award, Lisa was named number one in the state of Pennsylvania and ranks among the top producers in the country. Eligibility includes new business with core carriers, a minimum requirement of policies written, and

the writing of life insurance through Keystone's Financial Services Division.

For three decades, Lisa's number one focus has always been protecting the assets of her clients, their loved ones, and ensuring their exposures are covered properly. At The Seltzer Group, Lisa specializes in the placement for high net worth clients and is the first to assist any individual that comes to her for insurance needs.

Her efforts put forth to receive this award are a display of the hard work she puts in to protect the businesses and families she insures. Lisa continues to further her educational achievements as she maintains her Certified Insurance Counselor designation while working towards becoming a Certified Professional Risk Manager.

We are beyond pleased that Lisa has received this prestigious award. As her clients will testify, this speaks volumes about her genuine care for them. We are proud that she has continued to set the pace as a leader in our industry.

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Thank you for being a mentor,  
leader, and member of our  
team Lisa!  
**CONGRATULATIONS!**



September is

# LIFE INSURANCE AWARENESS MONTH

Protect the ones you love.

THE SELTZER GROUP



# WELCOME BACK!

*We are excited to announce that on Monday, September 28, our team will resume workdays in their respective offices. We are implementing protocols to ensure the safety of our everyone. Please see the changes below you will notice while visiting us. We look forward to seeing you soon!*

## Increased disinfection protocols:



We will **not** be shaking hands to avoid physical contact.



Our staff will be frequently **washing their hands**. We ask that you utilize the hand sanitizer made available at the entrance / lobby of every office.



We will be frequently **disinfecting surfaces** like doorknobs, tables, and desks.



Masks are **mandatory** for both staff and clients.

## FAQ's

### Do I need an appointment?

Appointments are **strongly** encouraged for everyone but will be **required** for new clients or those wishing to review their policies.

### Will you check my temperature?

For an appointment, you will be subject to a temperature screening.

### Will there be social distancing protocols?

Yes. For both clients who stop by and in appointment settings.

### Do I need to wear a mask?

Yes. For the safety of all, masks will be required while in our offices.

## Please stay home if:

- You are **feeling sick** or you have a **sick family member** at home
- Symptoms include (but are not limited to):
  - Fever
  - Cough
  - Sore throat
  - Difficulty breathing



## Don't feel comfortable coming in just yet?

### **NO PROBLEM!**

Our staff is still doing everything they can to serve you anywhere. With our online client portal and mobile app, you can access auto ID cards and policies from anywhere!

# GET ON THE LIST!

With our ongoing initiatives to increase our communication efforts, we invite you to share your e-mail address with us so that we can keep you informed of agency news, cost-savings tips, heightened risk alerts, and more!  
Call or email us today to get it on file and stay up to date:  
888-366-1000 or services@seltzergrp.com

## The Seltzer Group Named a Best Practices Agency for the Second Year in a Row

It is with great honor that we have received the prestigious designation as a "Best Practices Agency", for the second year in a row.

Initiated in 1993 by the Independent Insurance Agents and Brokers of America (IIABA), the Best Practices Study was developed as the foundation for efforts to improve agency performance nationwide. The annual study of leading independent agents, conducted by the Big "I" and Reagan Consulting of Atlanta, GA, documents the business practices followed of the "best" agencies and urges others to adopt similar practices.

For 72 years, The Seltzer Group team has worked diligently to exceed the standards of our clients and build business partnerships that turn in to lifelong relationships. Our organization prides itself on monitoring our services and constantly looking at how we can implement positive changes. We work hard in the moment, reflect on our past and innovate

for our future; we aspire to always do better and utilize failed experiences to offer our best.

Agencies named to this elite group must work to retain their status during the three-year study cycle (2019-2022). During the 2020 study year, only 262 independent agencies throughout the U.S. qualified for, and retained their status as, a Best Practices Agency.

We are honored to retain our title as a Best Practices Agency in 2020 and recognize that all the efforts by each employee of our organization is a contributing factor to this success. Thank you to all who have inspired our practices, the clients who we have built countless relationships with, and to our wonderful staff who remains the face of our organization and holds our reputation in high regard.



## 5 CONVENIENT LOCATIONS

### EMMAUS

1328 Chestnut Street  
Emmaus, PA 18049

### MYERSTOWN

3 East Lincoln Avenue  
Myerstown, PA 17067

### ORWIGSBURG

610 Rt. 61 S., P.O. Box 219  
Orwigsburg, PA 17961

### POTTSVILLE

894 Gordon Nagle Trail  
Pottsville, PA 17901

### READING

2447 Perkiomen Avenue  
Reading, PA 19606

**Phone:** 888-366-1000  
**Fax:** 888-512-3484

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