

George Petersen Insurance Agency



By Beth Galleto

“We’re very honored,” says Robb Daer of George Petersen Insurance Agency’s repeated selection as BEST Insurance brokerage. It’s won the award several times, and this year it was selected for two others as well (see pages 75 and 83). “We get caught up in the day-to-day routine,” says Daer, CAO and partner at the firm, and when we get recognized it makes us take a step back and appreciate the hard work we’ve done.”

Part of the secret of the agency’s success is that its brokers are provided with the education and training they need to assess risks and select the proper insurance solution for each client. “We take a proactive approach to educating our employees,” says Daer. “They appreciate it and our clients appreciate it. So we have very well educated people advising clients and taking care of them. This gives us an advantage over some of our competitors.”

Brokers at George Petersen Insurance Agency aren’t tied to any one insurance company but are independent agents free to choose the best carrier for each client’s needs. The company offers homeowner, auto and personal insurance as well as



Robb Daer of George Petersen Insurance Agency. [Duncan Garrett Photography]

“We write a lot of business in our community; a lot of businesses that you see when you drive are our clients, such as wine and construction,” says Daer. During the past year George Petersen Insurance Agency has picked up the endorsement of the Marin Builders Exchange. It now collaborates with that organization as well as with the North Coast Builders Exchange to fill the needs of the construction industry in both counties.

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commercial insurance including employee benefits and workers’ compensation. It specializes in providing intensive consultation, customized programs and personalized service.

“We’ve been around for a long time, in Sonoma County since 1976. We’ve grown a lot—we’re the largest independently owned insurance agency in the North Bay—and we’re very active in the community. As far as individual insurance agencies, we’re definitely the largest in the North Bay,” says Daer. Founded in Eureka in 1935, the company now has offices in 10 cities and towns in Northern California and Oregon.

In all of its offices, employees are encouraged to volunteer in their local community. Employees work along with the agency’s partners to help out each quarter at the Redwood Empire Food Bank. They’re also involved in local Chambers of Commerce, the Salvation Army, Rotary and numerous other community efforts.

Such involvement turns clients into friends and friends into clients. “We take care of our clients. Customer service is a real priority,” says Daer. “We know the people we work with. What it really comes down to is, we feel an obligation to take care of our clients. And we take pride in doing just that.” ♦

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