

BNI All-stars:

This letter is to recognize the excellent advisory role that Chris Steffan provided me in finding the right health insurance policy for my family.

At the beginning of this year I was in the market for a new individual family plan. I started the process by calling the major insurance carriers directly to begin reviewing different quotes and levels of coverage. After the second call, I realized that I'd be better off doing the research online myself than talking to one of the "in-house insurance representatives".

My business partner overheard one of the conversations I had and told me to call Chris who would provide me GPS hands-free navigation. After going through the list of my current and future needs, Chris was able to generate a handful of possible plans that would fit into my blueprint. His customer service and search for the right policy didn't end there. He went through each policy with me detailing the pros and cons and in the end provided advice that was essential to me and allowed for an informed decision to be made.

In the end, Chris brought a skill-set to table that the major insurance carriers' representatives lacked and I needed. Mark Cuban, entrepreneur and owner of the NBA Dallas Mavericks, once said that you should *"Make your products (services) easier to buy than your competition, or you will find your customers buying from them, not you."* This testimonial is Exhibit A of that truth.

Thanks Chris for your help in guiding me through the myriad of options and finding the right policy!


Eddie Arraya
Partner
Mapili CPAs & Associates