

# Six Figure New Business Win!

**Prescott Engle**

Leesburg, VA

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One of our key niche markets here in the DC area has long been construction surety. For many years, we wrote construction surety bonds through an independent bond broker out of Richmond, but that broker closed their doors in 2015. Last year at the Hilb Group leadership meeting at the Homestead, I met Joe Padula from the Hilb Group of New England. Joe mentioned that one of their niches was also construction surety, and that Brian Rossi was the VP of that operation in New England.

I was introduced to John Scott, CEO of Scott Long Construction, by a mutual friend two years ago, and John and I began to dialogue. Scott Long is one of the larger GC's in the DC area, but one of his biggest business issues were the constraints he faced with his performance bonding program. He felt his company was not able to reach their full growth potential because of the per job and aggregate limits imposed by his current surety partner. I suggested that he could do better, and he challenged me to prove it to him. I engaged in a discussion about the account with Brian, and he was willing to fly to DC and meet with us.

We had a very positive initial meeting, and while Brian worked on securing the best potential surety partner for SLC, I worked with John and his excellent CFO Brent Cato to prepare for their performance bond "financial colonoscopy". We set up a meeting in DC at Scott Long's beautiful new office at the end of February.

Brian brought in a team from Zurich including Maureen DeCoste, the Territorial Manager, and the person who actually holds the underwriting pen. This impressed the client tremendously. While Brian prepped Zurich prior to the meeting, I prepped the prospect. The result was a presentation that blew Maureen away, and made Zurich an incredibly willing surety partner.

Even though the incumbent put up a stiff fight at the end of the process, Brian's surety experience and carrier relationship really carried the day, and the client made the decision to choose Hilb as their surety broker. We moved them from a 26/65 program to a 50/100 program with room for them to grow. They were so excited that they featured their announcement prominently in their quarterly magazine.

One of the most important aspects of this case was that at no time did we ever identify ourselves as "GenCorp" or "EPH". The key to success was to promote us as the "Hilb Group Team" thus only promoting the Hilb Group brand. We were a unified team working together to accomplish a single goal, and that was to win the account. Which we did. I feel that we have so much more potential and that a case such as this is only the beginning! Great job Brian!

