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## GIA<sup>SM</sup> Brings Objectivity to Insurance

By Scot Kersgaard, Editor  
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Buying insurance may be one of the most daunting of all tasks for a small business owner. Actually, buying is easy enough. The hard part is knowing whether you got a good, fair deal on the package that best meets your needs.

"What we do is give people peace of mind," said Paul V. LoNigro, president and owner of *Group Insurance Analysts, Inc.*

More specifically, *Group*

*Insurance Analysts,*

*Inc.* has developed a

software package,

the **Group**

**Insurance**

**Analyzer**<sup>TM</sup>, that

objectively

compares as many

as 60 benefits

packages from

more than 20

insurance companies at

one time. "Without the

**Analyzer**<sup>TM</sup> software, it

would take us about twenty hours to prepare a proposal like this manually. Most agents simply can't afford to spend that much time on a small account," LoNigro said. "With the **Group Insurance Analyzer**<sup>TM</sup> we can give small companies the same attention large companies get."

An agent interviews the client, determines what benefits are needed, inputs demographic information about the group, and the software creates a report comparing all the applicable plans offered in Colorado by more than 20 major insurers. The client can then analyze all the plans in an apples-to-apples format that includes premiums

"We represent our clients only," said LoNigro. "We don't work for the insurance companies. We have no interest in selling one plan over another. When we help a client find a plan that best fits their needs, then we've done our job."

Clients tend to agree. "The proposal generated by the **Group Insurance Analyzer**<sup>TM</sup> was easy to read and

saved me a lot of time," said Marty Daughetee of *Michael's Wholesale Cut Flora*, who worked with broker/consultant Chip Murphy.

*Karst Truck & Equipment* was able to lower its insurance premium by 30% without changing their coverage or insurance company. How is that possible? "With both husband and wife employed by

the family business, we were able

to write the policy in the name

of the younger spouse

instead of the older. Both

are still covered and

nothing else has

changed. Their

insurance company

never would have

volunteered this

information, but

because we represent

their interests and only

their interests, we were able

to recommend that change,"

said LoNigro.

LoNigro and his staff spent about 500 hours developing the **Group Insurance Analyzer**<sup>TM</sup>, and spends approximately 60 hours a month to keep it current. "A lot of insurance companies don't like this because it makes it too easy to compare insurance plans. They feel the less consumers know, the more they can charge," LoNigro said.

"We do save clients a lot of money most of the time, but that's not why they come to us. Clients come to us because they know we represent their interests only. We make it easy for them to compare insurance plans. At the end of the day they can make a decision and know it was the right decision. It all comes down to peace of mind," he said.

GIA<sup>SM</sup> also offers pensions and complete employee benefit packages, specializing in businesses with 50 or fewer employees. **For further information, call *Group Insurance Analysts, Inc.* locally at (303)423-0162 or toll-free at (888)423-3232. Or visit them on the web at [www.e-gia.com](http://www.e-gia.com).**



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