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Business and Finance

Link with clients critical

Cyril Gerson Insurance clients gets variety of options

Building a relationship with a client and ensuring lines of communication are kept open is of the utmost importance in the insurance business, says a local broker.

At Cyril Gerson Insurance both criteria are met, stresses owner Cyril Gerson.

"It's also important to remain unbiased in offering a variety of options for the client," he says.

"I provide information as well as explanation and let the client choose the product which best suits them."

The former South African has been working as a professional in the field for over 20 years.

After building a successful career in South Africa with his own brokerage, he moved to Toronto in 1989 and rebuilt his business

here, first working for a major insurance company and then as a large brokerage company.

In 1990 he once again launched his own

brokerage, offering clients a range of products to choose from within a very competitive market, he adds.

"The firm's specialty is in providing critical illness, life, disability, as well as group health and dental insurance."

Gerson prides himself on offering personalized service for each and every client.

"I personally handle and see all of my clients as well as being available for advice on the phone," he says.

"Customers never get a third party when it comes to their needs and they always get a

return call if they phone in for information."

That's part of the reason his client base has grown steadily over the years and why his clients are loyal, he continues.

In addition, selling is not part of the game, rather imparting up-to-the-minute information regarding all aspects of insurance to those interested, is the focus at the firm.

"I like helping people and I've had a great deal of experience in this field," Gerson says.

"I don't sell insurance; I help you buy it if you need it." Cyril Gerson



Cyril Gerson

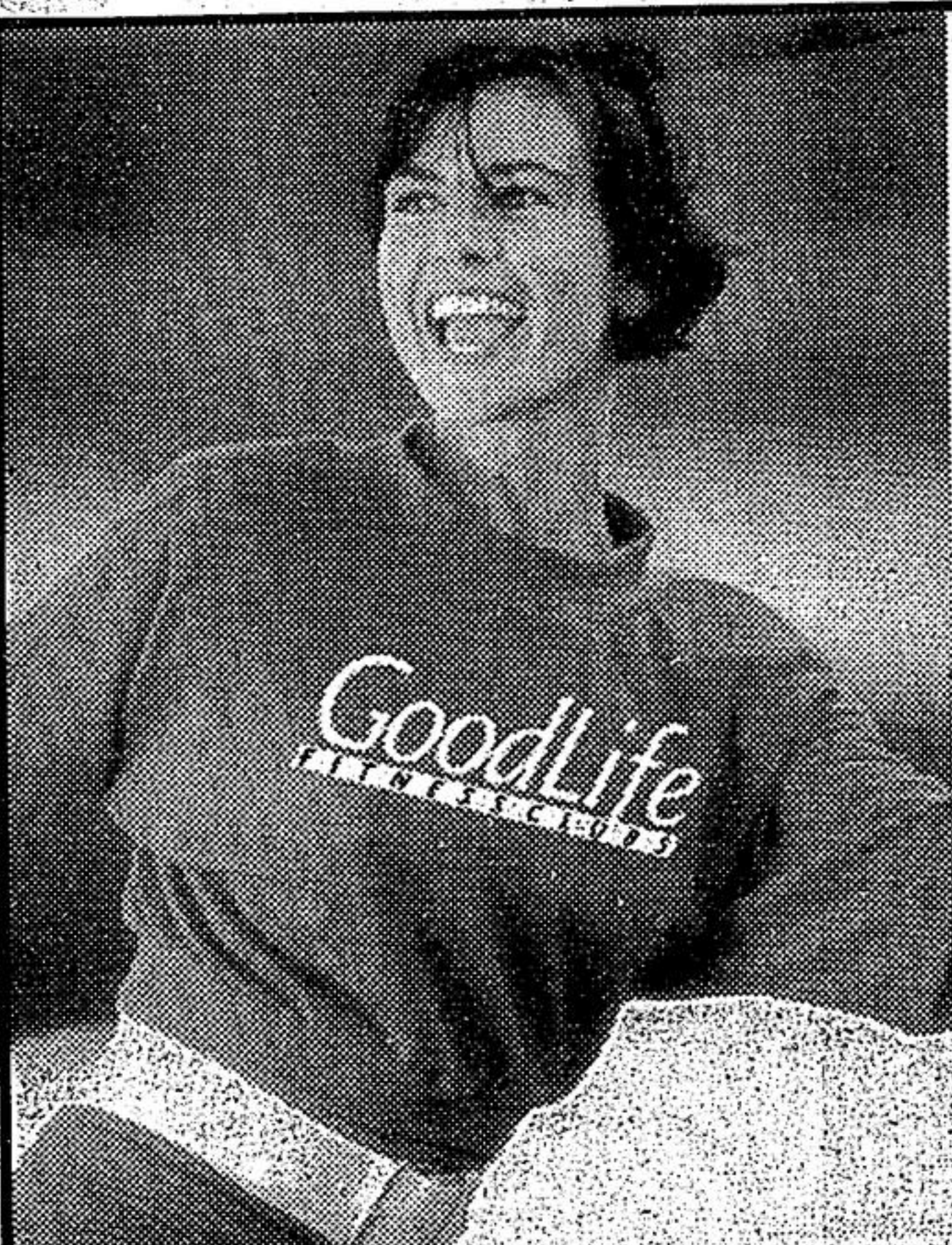
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45	\$255	\$440	\$810	\$590	\$1,110	\$2,150
50	\$358	\$645	\$1,220	\$815	\$1,560	\$3,050
55	\$498	\$925	\$1,780	\$1,185	\$2,300	\$4,530
60	\$780	\$1,490	\$2,910	\$1,798	\$3,465	\$6,725
65	\$1,435	\$2,690	\$5,115	\$2,555	\$4,775	\$9,035
70	\$2,593	\$5,115	\$10,160	\$5,913	\$11,725	\$23,350

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