

# BIGGER AND BETTER

While many agencies were subtracting staff and services the past 18 months, Webb Insurance Group—located in downtown Lake Forest, across from the Deer Path Inn—was busy adding producers and new options for customers.

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**T**HERE'S NO QUESTION that for many industries the pandemic has presented serious business challenges, and the insurance industry is no exception. Webb Insurance Group not only met those challenges but exceeded them. The company most definitely didn't sit still.

In the past year, Webb Insurance Group, owned by Lake Forest resident, Chris Webb, has added staff to its personal and business insurance teams, expanded to provide insurance for roofing companies, and acquired an agency that specializes in amateur sports insurance.

Webb Insurance is proud of its local team from Lake Forest and Lake Bluff. Susan Ehrhard, who lives in Lake Bluff and has been in the insurance business for more than 20 years, oversees the Personal Lines division at Webb. Ehrhard has an extensive knowledge of business and personal insurance and enjoys working with clients to make sure they have the right insurance coverage for their needs.

In December 2021, Matt Stockert, who raised his family in Lake Bluff, joined the Business and Personal lines teams. It's all part of a plan to expand its practice while maintaining the company's core value—offering insurance expertise with a local, personal touch.

"When you're an independent broker that has relationships with multiple carriers, you can give your clients more customized insurance coverage," Webb says. "People are so happy to actually have someone pick up the phone to talk to. I think we really bring value to our customers."

Webb recently hired a new Director of Operations, Jennifer Riley, who grew up in Lake Forest, and is helping to make the new pieces fit together and maximize value for clients.

"She's our Director of Operations and she's got us organized and flying in formation and it's great," he says. "I think COVID-19 has been an example of whatever industry you're in you have to be able to pivot and you have to be able to be flexible and change your business model to survive."

Another change this past year was the name of the company. What was previously Webb Financial Group is now Webb Insurance Group, which is more reflective of the company's core—and only—business.

"We're in the insurance business and that's really all we do. When Jen came on board, we were talking about it, and 'financial' can mean a lot of things; it could be the mortgage business or it could be wealth management," Webb says. "We just wanted to eliminate any confusion because we are in the insurance business—personal, business, employee benefits,



Amid uncertain times, Webb Insurance Group is bigger and better than before.

individual and family health insurance, life, disability and long-term care. We can be a one-stop opportunity for people and businesses for all of their insurance needs."

Webb Insurance Group has also boosted the number of relationships it maintains with insurance carriers, providing even more options for clients.

"We added more insurance carriers. We now have relationships with Hanover, State Auto, and National General. Each of these companies has specific target market," says Webb. "It's nice to have options available to our clients to find the best fit for them. We collaborate with our clients and see ourselves as their partners in protection—protecting their homes and assets should the unexpected occur."

What distinguishes Webb Insurance Group from other independent brokers and carriers is that the company views insurance as something more than just a consumer product. Insurance touches on so many aspects of our lives, and it's important to have the ability and experience to offer well-rounded advice and multiple solutions for customers.

"I think we do a good job recognizing that in the insurance industry, there's a lot of confusion," Webb says. "It seems like it's a commodity because everyone's required to have it,"

Consumers just logging on to the internet and buying policies can often lead to disaster.

"We had a man who just put in all of his information online and out popped a quote and it seemed like it was right, but when you dug into the details it did not reflect his Lake Forest building," says Webb. "You need someone who has the expertise because you spend a lot of money on insurance to protect your assets and the things you've worked hard for."

*Webb Insurance Group is located at 250 E. Illinois Road in Lake Forest, 847-604-5354, insurancebywebb.com.*