

## HART INSURANCE CENTER INC.

Insurance says, "I am blessed to work at an agency that not only specializes in customer service, but sincerely cares and is willing to go the extra mile for everyone who walks through our doors." Beltran was recently promoted to Personal Lines agent at Hart.

For more than five years, Vivian Martinez, Hart Insurance's customer service supervisor, has learned serving clients requires not only saving them money in the process.

"We take the time to give them the service that they're paying for and beyond," Martinez said.

Although most clients are understandably focused on the cost of insurance, Martinez emphasized Hart Insurance Center stands apart in handling claims.

"We sometimes have to aid clients through a devastating loss of their home or sometimes a loved one," she said. "We go through that experience with them, we approach it with sympathy and our hearts go out to them. They don't want to worry about their insurance claims at that time. That's where we come in. It's a big responsibility and we take that seriously."

For Kristine Perez, she

believes the key to customer service is offering competitive premiums with coverage clients can count on. Perez, a sales agent, has been with Hart Insurance for more than four years and said building direct relationships with her clients is what sets the company apart from the rest.

"Although we offer the best in insurance from Allied and other companies, they don't get lost in a file system somewhere," Perez said.

The staff is extremely accessible, taking phone calls and rotating days in El Centro and Brawley, fostering trust with clients from across the Valley.

Martinez said there is a lot of competition, but Hart Insurance Center is unmatched in its quality staff and service. The level of customer retention at Hart Insurance Center speaks for itself.

Karina Ambriz, who's been with Hart Insurance for a year, first as a High school intern and recently hired on as a Customer Service Specialist adds, "Hart Insurance is definitely one of a kind. Not only do we offer excellent customer service, but we also treat our clients like family."



*Voted number one insurance agency in the Valley!*

After more than 25 years of serving the Imperial Valley's insurance needs, owner Liz Gonzales and her unique staff continue to provide the best customer service in the region at Hart Insurance Center.

Gonzales, a Brawley Union High School graduate and Valley native, said with offices in Brawley and El Centro, her diverse employees offer the complete package: knowledge, experience, and the ability to make personal connections with their clients.

"They are the elite of insurance agents," Gonzales said. "Their genuine interest in the Imperial Valley client is amazing. What sets us apart from the competition is my staff's attention to service, detail and genuine caring for our clients."

Hart Insurance Center's community-minded service comes from a mix of innovation coupled with 60 years of experience in the Imperial Valley.

Melissa Navarro, a senior sales agent who has worked for Hart Insurance for seven years, said her job is not just about price, it's about coverage.

"We give them the time it takes to get them the best possible price without

compromising coverage. It's the personal bond with the client that makes the difference," Navarro said.

Especially with the uncertainty of the economy, it is more critical than ever for potential clients to evaluate their insurance coverage.

Clients can leave the office with the peace of mind that if they ever need to file a claim their agent is accessible and will guide them through the process.

Customers can feel secure knowing they can trust their insurance agents and can call them with any questions or issues they might have along the way.

Trini Beltran, with close to 10 years in the insurance industry, including four years at Hart

PICTURED STANDING (L-R): Kristine Perez, Raye Smith, Liz Gonzales and Melissa Navaro. SEATED (L-R): Vivian Martinez, Sandy Morales, Karina Ambriz and Trini Beltran.

