

# CRAIN'S DETROIT BUSINESS

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**DALY  
MERRITT  
INSURANCE**



## Daly Merritt leads growth in insurance

Wyandotte-based **Daly Merritt Inc.** had the largest percentage growth in revenue of the largest area insurance companies from 2012 to 2013, increasing the bottom line by 55.8 percent.

The company's revenue of \$10.6 million moved it up to 12th on the *Crain's* list of top 25 firms, after ranking 16th in 2012 with revenue of \$6.8 million.

That growth was fueled by the acquisitions of three Trenton-based insurance companies — **Advisors Financial Group**, **Buhl Insurance Co.** and **Jack W. Frost & Son Insurance Agency** — and strong organic growth, which totaled \$950,000.

Martin Daly, president and CEO of Daly Merritt, said the company is actively pursuing more local acquisitions, which are being fueled by small agencies being unable to cope with the cost or complications of electronic record-keeping and billing. He said Daly Merritt has put processes in place that have replaced all paper billing.

As for future acquisitions, Daly said: "We'll continue to pursue acquisitions, but while we do business across the U.S., we aren't going to be buying any companies in California. We'll keep our acquisitions local."

Daly credited **Marsh-Berry**, an insurance-management consultant that is part of Ohio-based **Marsh, Barry & Co. Inc.**, with helping his growth.

"Our business model is modeled after MarshBerry. We've been working with them for years, and they guide our processes and keep us focused," he said.

Daly Merritt, formed in 1971 with the merger of the **Daly Insurance Agency** and the **Harley Merritt Agency**, has two offices in Trenton, and offices in Ann Arbor, Wyandotte and Monroe.

— Tom Henderson

## CRAIN'S LIST: LARGEST BUSINESS INSURANCE AGENCIES Ranked by 2013 revenue

	Company Address Phone; website	Top executive(s)	Revenue (\$000,000) 2013	Revenue (\$000,000) 2012	Percent change	Premium volume (\$000,000) 2013	Employees 2013 Detroit-area/ Total U.S.
1.	<b>Meadowbrook Inc.</b> 26255 American Drive, Southfield 48034-6112 (248) 358-1100; www.meadowbrook.com	Robert Cubbin president and CEO	\$145.0	\$147.0	-1%	\$1,300.0	257 996
2.	<b>Aon Corp.</b> 3000 Town Center, Suite 3000, Southfield 48075 (248) 936-5200; www.aon.com	Carol Williams, resident managing director, CEO, Aon Risk Solutions; Paul Barbick, Michigan market leader, Aon Hewitt LeAnne McCorry, executive chairman and managing principal, Aon Risk Solutions	127.6	120.0	6%	NA	152 35,000
3.	<b>Brown &amp; Brown</b> 35735 Mound Road, Sterling Heights 48310 (586) 977-6300; www.bbdtetroit.com	Todd Piersol executive vice president	72.0	70.0	3%	NA	422 7,400
4.	<b>Arthur J. Gallagher &amp; Co.</b> 30150 Telegraph Road, Suite 408, Bingham Farms 48025 (248) 203-0626; www.gallagherbenefits.com	Bryan Hirn area president	40.1	39.1	3%	NA	65 14,000
5.	<b>Marsh &amp; McLennan Agency LLC - Michigan</b> ① 3331 W. Big Beaver Road, Suite 200, Troy 48084 (248) 822-8000; www.mcgrawwentworth.com www.cambridge-pc.com	Thomas McGraw president	28.1	24.4	16%	1,106.0	131 131
6.	<b>LSG Insurance Partners</b> 2369 Franklin Road, Bloomfield Hills 48302 (248) 332-3100; www.lsgip.com	Jay Schreiberman president and CEO	25.0	22.7	10%	NA	95 107
7.	<b>Valenti, Trobec, Chandler Inc.</b> 1175 W. Long Lake Road, Troy 48098 (248) 828-3377; www.vtcins.com	Alan Chandler, president and CEO Terry Griffin, COO Robert Trobec, CFO/executive vice president	22.3	21.8	2%	124.8	127 127
8.	<b>Hylant Group</b> 24 Frank Lloyd Wright Drive, Suite J4100, Ann Arbor 48105 (734) 741-0044; www.hylant.com	Mark Miller regional vice president, Michigan	21.8	20.6	6%	286.2	125 646
9.	<b>Kapnick Insurance Group</b> 26100 American Drive, Suite 300, Southfield 48034 (248) 352-4455; www.kapnick.com	Jim Kapnick CEO	20.5	18.9	8%	NA	60 135
10.	<b>Michigan Financial Cos. Inc.</b> 28411 Northwestern Highway, Suite 1300, Southfield 48034 (248) 663-4700; www.michiganfinancial.com	Nick Valenti president and CEO	16.1	15.3	5%	15.1	94 130
11.	<b>Seitzinger Financial Group</b> 901 Wilshire Drive, Suite 300, Troy 48084 (248) 244-5785; www.troy.nm.com	Brad Seitzinger managing partner	14.9	NA	NA	NA	147 11,287
12.	<b>Daly Merritt Insurance</b> 100 Maple, Wyandotte 48192 (734) 283-1400; www.dalymerritt.com	Martin Daly president and CEO	10.6	6.8	57%	124.6	59 59
			<b>Largest percentage increase (See story at left)</b>				
13.	<b>A. E. Mourad Agency Inc.</b> 28277 Dequindre Road, Madison Heights 48071 (248) 336-1600; www.aemourad.com	Tim Mourad president	9.9	8.5	16%	561.8	17 17
14.	<b>Korotkin Insurance Group</b> 26877 Northwestern Highway, Suite 400, Southfield 48033 (248) 352-5140; www.korotkin.com	Kenneth Korotkin president	7.7	5.2	48%	50.0	46 46
15.	<b>Ralph C. Wilson Agency Inc.</b> 26026 Telegraph Road, Suite 100, Southfield 48086 (800) 638-1174; www.rcwa.net	Stefano Vannelli president and CEO	7.5	7.0	7%	NA	43 43
16.	<b>Alliant Insurance Services</b> 1050 Wilshire Drive, Suite 210, Troy 48084 (248) 540-3131; www.alliant.com	Jeffrey Swarbrick executive vice president	6.8	6.7	2%	60.5	18 1,574
17.	<b>Laurie Sall &amp; Associates LLC</b> 5435 Corporate Drive, Suite 205, Troy 48098-2624 (248) 641-2655; www.lauriesall.com	Laurie Sall president	6.5	8.5	-24%	NA	4 4
18.	<b>Oswald Cos.</b> 39572 Woodward Ave., Suite 201, Bloomfield Hills 48304 (248) 433-1466; oswaldcompanies.com	Donald Engle executive vice president, branch manager	6.4	5.7	12%	31.0	29 305
19.	<b>The Huttenlocher Group</b> 1007 W. Huron, Waterford Township 48328 (248) 681-2100; www.hgway.com	David Huttenlocher CEO	6.0	5.5	9%	52.0	37 7
20.	<b>Timberland Group</b> 1707 W. Big Beaver Rd., Troy 48084 (248) 633-7000; www.timberlandgroup.com	Joseph King president	4.7	4.1	15%	NA	NA 15
21.	<b>J.S. Clark Agency Inc.</b> 25900 W. 11 Mile Road, Suite 210, Southfield 48034 (248) 355-9600; www.jsclarkagency.com	Joel Clark president and CEO	4.1	3.7	10%	NA	25 25
22.	<b>Capital Insurance Group</b> 1263 W. Square Lake Road, Bloomfield Hills 48302 (248) 333-2500; www.capitalinsuranceagent.com	Robert Moglia Jr., president Edmund George, vice president Tom Moglia, vice president Donn Johnson, vice president	4.1	3.0	35%	33.1	23 NA
23.	<b>Allied Insurance Managers Inc.</b> 1055 S. Blvd. E., Suite 110, Rochester Hills 48307 (248) 853-0930; www.alliedinsmgr.com	Ron Kosmal, chairman and CEO Paul Murad, president Jayson Bass, vice president	3.7	3.5	7%	NA	29 29
24.	<b>Johnston Lewis Associates Inc.</b> 575 E. Maple Road, Troy 48083 (248) 528-2400; www.johnstonlewis.com	Todd Lewis, president Jay Sawmiller, executive vice president Mike Cardella, vice president Dan Wilhelm, vice president	3.5	3.2	9%	30.0	24 24
25.	<b>CIA Financial Group Inc.</b> 45600 Village Blvd., Shelby Township 48315 (586) 532-7300; www.ciafg.com	Samual Crudo, CEO Michael Clancy, president Heidi Hutchins, COO	3.0	2.6	19%	20.9	30 30

This list is an approximate compilation of the largest such agencies in Wayne, Oakland, Macomb, Washtenaw and Livingston counties. It is not a complete listing but the most comprehensive available. Alliant Insurance Services, No. 12 on last year's list *Crain's* believes would make the list, declined to provide figures, and a reliable estimate could not be made. Unless otherwise noted, information was provided by the companies. Companies with headquarters elsewhere are listed with the address and of their main Detroit-area office. Actual revenue figures may vary. NA = not available.

① Company estimate.

② Marsh & McLennan Agency LLC in Michigan is comprised of McGraw Wentworth, Troy, MI; Great Lakes Employee Benefit Services (now part of McGraw Wentworth); and Cambridge Property & Casualty, Livonia, MI. These firms were all acquired by Marsh McLennan Agency during the time period of December 2012 to February 2014.

LIST RESEARCHED BY SONYA D. HILL

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