

My BBB Accreditation Works for ME!



Sullivan Insurance
635 North Broadway
Lexington, KY 40508
Phone: (859) 233-1637
www.sullivanadvantage.com

BBB Accredited since April 1993

Sullivan Insurance has been in business since 1962. Gerry Lamothe has been the managing co-owner since 1981. He finds great benefits in his BBB Accreditation.

"So much of our business relies upon referrals, and our BBB Accreditation helps with that. I really value the BBB grading system, too, on which our agency has an A+ rating," Lamothe says.

"Our reputation is important. Our BBB Accreditation affirms our good ethical

reputation," Lamothe adds. "Customers are finding that out because they are using the BBB's services to check us out." He also says that he has advised clients to contact the BBB when they have a claim, so that they may find reputable businesses to provide needed repairs and services.

Sullivan Insurance is also in the BBBOnLine program. "A large percentage of consumers do research on the Internet, even if they plan to buy locally," says Lamothe. "That's why I like the BBBOnLine program. Our participation in it and the reliability seal allows customers who are shopping online to verify our BBB Accreditation and participation in the ethical e-commerce guidelines."

"I also use the BBB's services in my personal life, to check out businesses and report possible scams," Lamothe says. "If I have learned anything from the BBB, it's if it sounds too good to be true, it is!"

Lamothe is also a long-time volunteer arbitrator for the BBB, helping businesses and consumers resolve disputes. "Being a business owner AND a customer helps me to view both sides fairly in reaching decisions in dispute cases," he says.

Customer service is a priority for Lamothe. "The insurance industry has difficult concepts for most people to grasp," he says. "That's why customers can count on us to communicate to them exactly how it works. We also have the advantage of shopping for the best rates for our customers' needs. Then we show them what their options are to help them make a decision."

Lamothe urges other businesses to seek an invitation to become BBB Accredited. "It really enhances your business' reputation," he says. "It brings customer referrals. And I want to support the BBB because I use it as a customer, too. It's a valuable resource for our community."

* * * *