

# Vail Daily

## Insurance brokerage for high-end clientele

**Cliff Thompson**

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What goods or services do you provide and what product lines or services do you offer?

We offer personal lines insurance service from A+ rated or better insurance carriers, such as Chubb and Sons and the AIG Private Client Group.

What strategy do you use to differentiate your business from your competition?

We do personal insurance for very affluent and high net worth families. Our median replacement cost for the homes that we insure is \$6.8 million.

What philosophy do you follow in dealing with your customers?

To design a comprehensive insurance program for each client and to maintain client contact throughout the year. We also like to know and exceed the expectations of each client and to take care of problems as soon as is possible. We also like to keep the client informed.

Tell us a little about your background and experience:

There is often a year or so after college in which a young college grad is not quite sure of the direction they are headed and Vail has a way of calling out to those individuals. At that time nothing is more appealing than waiting tables, fitting boots and skiing all day.

I, too, made the move after graduating from the University of North Florida and have loved it. I moved back to the East Coast to continue my education at Johns Hopkins University, then returned to Colorado. I feel fortunate that I have found a company whose philosophy is aligned with my own and I look forward to many years to come.

What led you to start the business here?

The Bruce Gendelman Company was started in 1981 and developed a niche service for high net worth clients. The company's underwriting center is in Milwaukee and there is staff in Palm Beach, Naples, Jupiter, Boca Raton, Miami, New York, Chicago and Los Angeles. Servicing our many clients in the Vail and Aspen area led us to establish a personal service here.



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