
GET TO KNOW

Jeff Arnold

Insurance Entrepreneur



Before you get to know Jeff, it's helpful to get some perspective on insurance. Insurance is an industry steeped in tradition with a product that has been “sold — not bought” through a steadfast process for the past several decades. **Until now.**

Now, the insurance industry is under siege faced with a host of disrupting developments. Direct-to-consumer sales. Usage based insurance. Connected homes, cars and personal devices. Drones. Autonomous vehicles. Uber. The sharing economy. All of these changes and their insurance implications are mind-boggling for the conventional insurance professional.

Fortunately, not all insurance professionals are conventional. In fact, that's the first thing you should know about Jeff Arnold. He's been defying the insurance status quo for more than 29 years — which makes him uniquely suited to help your business compete in the insurance industry today.

What do you get when you work with Jeff?

First and foremost, you get a determined investor with more to prove than most people. Jeff grew up in poor, rural Kentucky, earned his stripes in the United States Army and even endured a short stint as a starving actor in Hollywood before landing in insurance. As love would have it, he married into a family of successful entrepreneurs, and felt the pressure of living up to his new family's legacy of success. He had a lot to prove when he began his insurance career back in 1988, and despite his long track of record of success since, he still carries that chip on his shoulder today.

Second, you get a hard worker who is willing to do what it takes. While some people see insurance as boring, Jeff sees it as the industry of opportunity ... if you're willing to put in the work. He founded his first agency, Western Pacific Insurance Brokerage, in Tucson, Ariz. in 1988. He built the business the old-fashioned way — knocking on doors and cold-calling hundreds of prospects. He's also a great listener. As he likes to say, “I'm the dumbest person in any conference room.” Of course, it's that humility and willingness to learn from others that set him apart.

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Third, you get a partner who has personally managed a lot of different insurance business models. Over the years, Jeff has bought and sold more than 16 insurance entities — both at the agency and company levels. Most of his insurance ventures involved selling insurance products in new ways through innovative distribution channels. Case in point:

- Jeff helped grow First Magnus from 19 employees to 5,200 employees in just seven years.
- He built and later sold Lender Bridge, providing insurance products for banks, credit unions and mortgage companies, for a strong profit during a terrible time known as the Great Recession.
- He grew SilverRock from five to 106 employees in just two years, orchestrating the distribution of insurance products through auto dealerships, comparison websites and insurance portals.

Then there's Jeff's character and leadership. He's not a fast talker or a stereotypical deal-maker. He's a regular guy with strong Christian values, who has been married to the same woman for 22 years and is the father of four amazing kids, ranging in age from 7 to 21. In his spare time, he serves as a school board chairman; takes children on inner-city missions to feed the homeless; and builds houses for villagers in Mexico and Africa. As the son of a preacher, Jeff likes to say, "I'm grounded in goodness." His strongest motivation is delivering the best customer experience, and he knows for sure that if you get the customer experience right, revenue will follow.

As a business leader, Jeff's philosophy is "Hire the right people and get out their way." He also strives to clearly communicate his vision and to gain team consensus at every step. Colleagues describe Jeff's style as down-to-earth, practical, real, trustworthy and believable.

Most importantly, you get a forward-thinker. Jeff is passionate about discovering the right opportunity at the right time. Currently, he's preoccupied with opportunities presented by the silver tsunami, and the trillions coming in future retirement account rollovers. How can insurance and financial service firms crack the code and deliver the right product and service mix for this booming audience?

Today, Jeff is the President of Rightsure Insurance Group, providing personal lines and commercial lines solutions to policyholders in 42 states. Through his company, Abbey Road Insurance Holdings, he is active in several joint ventures with online aggregators, comparison websites and insurance portals. And, he's always looking for unconventional ways to succeed in the very traditional industry known as insurance.

Have a great idea? [Talk to Jeff.](#)

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