

# AGENCY SPOTLIGHT

WINTER 2020

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# GROW TO NEW HEIGHTS, REINVEST IN YOUR BUSINESS

Reinvesting in your business is a vital way to grow and take your agency to new heights. Agent Brian Sheahan, however, found a way to grow his business while also giving back to his local community.

"I bought a bank in the town that I grew up in and live in," he said. "It was a property that sat in town for 10 to 15 years. People were very happy to see new life in this building."

Moving into a new office in Woodstown, NJ was a large undertaking and to some, it may have been overwhelming.

**"We have many things planned to incorporate within our community."**

But Sheahan is adamant in his belief that to remain dedicated to clients you must reinvest in your business.

"Trust yourself and your business," he said. "You won't be making a mistake by putting money back in your agency."

Clients and the local community will realize that you're serious about what you want to accomplish when you make a self-investment, Sheahan said.

"I think they find comfort that you're invested," he said. "It just shows a great commitment to clients that you'll be there. We are seeing those fruits already."

Opening a new building also was a way to support residents of the town during the pandemic, Sheahan said.

"We had members of the local community work on the building, which was nice," he said. "Just to be able to employ them during the tough time."

It's not just about providing for the community. For Sheahan, it's also a family business.

"My wife Renié works here," he said. "She's our head administrator and fully licensed as well. It's important that I think of my family when it comes to investing in our agency, too."

Going forward, Sheahan will continue to his efforts to give back to the community, providing support for projects including a solar car port.

"We have many things planned to incorporate within our community," he said. "We really believe in that." ●

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