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## Celedinas Insurance Group

Ray Celedinas, CIC, President, CEO

# “How can I protect my family and lifestyle from various threats?”

By Ray Celedinas

Affluent individuals look to insurance professionals to provide extraordinary coverage, giving them the security of knowing they are protected from the expense and liability of a number of risks. Private client services provided by exceptional brokers go beyond the need for typical policy coverages, helping clients increase the safety and security of their lives.

The number and variety of risks that could result in losses are exponentially higher for high net worth individuals than for typical households. The complexity of business arrangements, family structures and higher asset values makes risk management for affluent clients an endeavor requiring the most highly qualified insurance professionals.

**For example, security considerations in the home go beyond alarm systems and cameras.** An experienced broker can offer resources and suggestions to protect access to a property, provide visual privacy, defend against crime and give family protection. Every activity in which a wealthy individual takes part has potential security risks. For instance, vacation travel planning can be slightly modified so that the location of the affluent family will not be disclosed. This has the additional benefit of not revealing that the


primary home is vacant, which lessens the risk of theft.

**The risk of losses from electronic intrusions can be mitigated as well.** Proper online procedures can prevent compromise of accounts, financial information, sensitive personal facts and, perhaps more importantly, exposure to blackmail.

As the social and financial landscape changes, the environment for opportunity crime increases. High-profile transgressions such as kidnapping, armed robbery, embezzlement, home invasion and carjacking, while still relatively rare, are becoming more likely because of budget cuts in law enforcement.

**Staffing is another sensitive area of security.** Monitoring and recertifying the backgrounds of associates, contractors and domestic staff is increasingly important. High net worth individuals may have carefully vetted these employees at initial engagement, but, over time, many factors can change the dynamic of the employer relationship. Unlike outsiders, these domestic staffers are allowed within the secure environment of the home and have unparalleled access. Helping prevent potential crimes and providing coverage for subsequent losses are critical areas for your insurance professional.

Blue-chip insurance carriers have services to provide their clients with vulnerability assessments as well as security consultation. Often that service is complimentary. Make sure you consult an insurance professional who can offer these valuable resources to protect you and your family.

An insurance policy furnishes the means to recover financially from losses; however, a broker with extraordinary knowledge of risks and exposures can be a valuable advisor in adding to the security of the clients' lives. 

### INSURANCE PROFESSIONALS: MORE THAN SALESPeOPLE

As a high net worth client, expect your professional broker to do much more than sell you an insurance policy. You deserve a relationship with an expert who keeps track of emerging threats and risks to your security.

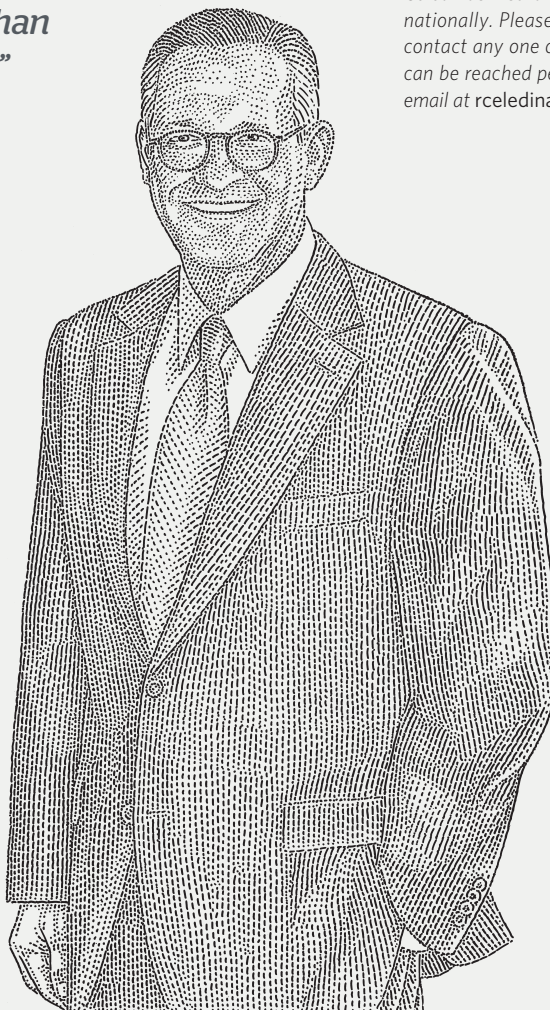
Repairing damage to the roof of a home is inconvenient, but recovering from losses, injury and shock caused by security breaches can be life changing. Your professional broker should have access to extensive resources to provide loss prevention, risk management and personal security.

*“The variety of risks are exponentially higher for high net worth individuals than for typical households.”*

—Ray Celedinas

**How to reach Ray Celedinas**

Celedinas Insurance Group is licensed nationally. Please call 800.940.7744 to contact any one of our offices. Ray Celedinas can be reached personally at ext. 5605 or by email at [rceledinas@celedinas.com](mailto:rceledinas@celedinas.com).



**WHAT MAKES A GREAT HIGH NET WORTH INSURANCE BROKER...**

*Expertise in the affluent marketplace and direct relationships with specialized luxury insurance carriers, which allow the broker/advisor to remain completely objective*

**WHAT MAKES A GREAT CLIENT...**

*Great clients are committed to a comprehensive personal risk-management program that protects their assets and current lifestyle.*

**WHAT SURPRISES ME MOST ABOUT AFFLUENT PROSPECTIVE CLIENTS...**

*They have the best in legal, tax and financial advice, but are often poorly counseled about their property and personal liability exposures; they incorrectly assume their assets are adequately protected against physical losses and lawsuits, while their insurance programs often have material deficiencies that expose their assets to catastrophic loss.*

**About Celedinas Insurance Group**

Celedinas Insurance Group is one of the oldest and largest privately held insurance brokerage firms in America focused on the complex needs of an affluent clientele. With a profound understanding of the challenges unique to high net worth clients who have assets located in catastrophe-prone areas, the company offers an array of options along with objective and unbiased advice. Celedinas is one of the few insurance firms in America with direct access to all five luxury insurance companies, including ACE Private Risk, AIG, Chubb, Fireman’s Fund and PURE High Net Worth. These relationships, coupled with exhaustive analysis of policy terms and conditions, enable Celedinas to consistently exceed its clients’ expectations. Areas of specialization include luxury homes and automobiles, personal excess liability, private collections, yachts, aircraft and advanced life insurance planning.

Number of Employees **129**

Year of Establishment **1959**

Insurance Services Experience  
**53 years**

Largest Client Net Worth  
**\$500 million+**

Licensing  
**Licensed to transact business nationally**

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ILLUSTRATION BY KEVIN SPROULS



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