

*What is your Name & Title and Name of Business?*

Bob Bishop –*President, KIA Insurance-*

“I’m Bob Bishop and I’m the President of KIA Insurance.”

*How long have you been in business?*

Bob-

I have been a broker for **over 40 years**. I’ve been working in Las Vegas for 28 years and KIA Insurance has been serving the Valley for 17 years strong! Since July of 1992!

*What motivated you to start this business?*

Bob-

“I have a lot of **enthusiasm for the small businessman and the employees they provide for**. That is what got me started...Knowing I can help make a difference motivates me and our employees to do the best we can for them everyday!”

*Please give us a description of your business.*

Melissa Amaon, *Agency Development & Relations, KIA Insurance-*

“KIA is a full service **benefit brokerage** firm. What that means is; that we work **for individuals and businesses** to secure Life & Health benefits on their behalf. We then act as their associate and advocate throughout the duration of their policies from billing to claims and everything in between!”

“We are appointed with each Life & Health insurance carrier in Nevada and hold licenses to do business in 18 states. We are a family oriented business, so we tend to naturally treat our clients like family too. **As a business owner we are sensitive to the needs employers face. We like to spend time educating people**. And when appropriate, we’ll direct them to the various agencies and advocates they may not even realize they need in order to stay compliant as an employee benefits sponsor.”

*What are you best known for?*

Melissa-

“I have been told many times that our agency’s **integrity** is what is admired most. Bob has been a huge activist for employer’s and individual’s rights as it relates to our industry. That integrity filters through our entire agency. **Everyone genuinely wants to do the best job for the clients and their families-** now and for the generations who will be entering the world of insurance and healthcare in the future.

*What sets you apart from your competition?*

Melissa-

“What sets us apart from the majority of our competitors is that our office really wants to **build relationships**. Once we assist you with obtaining a policy, we are not finished. No matter how large or small you are as a customer, you are part of our client “family”. We want to be around for the long haul!”

*Why should a consumer choose your business?*

Melissa-

“Bob has spent a lot of time over the years traveling to both the Nevada State capitol as well as Washington D.C. to lobby for consumers rights. Consumers should choose KIA because **we care about educating our clients** in order to help them make the best decision regarding their healthcare policies. Unless they have an understanding of what they are purchasing and how to best use it, they aren’t getting their money’s worth! Our clients are free to contact us anytime to ask questions and get advice about the policies they hold. **We want our clients to get the most out of their benefit dollars!**”

*What keeps your customers coming back?*

Melissa-

“We get most of our business through **referrals** from our existing clients. That says a lot about us and we are **extremely proud to have clients who appreciate what we are able to offer them!**”

*What geographic area do you serve?*

Melissa-

“The majority of our client base is in **Nevada**. We hold **licenses in 18 states** and have clients in those areas, as well as **business associates all over the United States.**”

*Do you have an anecdote about the business that summarizes what you are all about?*

Melissa-

“**We like to think we are taking the employer out of the insurance administrator’s role.** Particularly the small business owners; they have enough hats to wear as it is. We are available to relieve burdens and to act as an extension of their office!”

*Answer the following question... When a customer walks into our business they can expect... “to be treated **fairly**, to have a **meaningful conversation** about what they want to accomplish and to have a **professional hand to hold** throughout the experience!”*

*What about your business makes you most proud?*

Bob-

“**Knowing that we are making a positive difference really makes me proud.** We can make difference in the lives of real people, real businesses and real families. We do that through our dedication to customer service, state and local legislation and our active participation in our community!”