

RUSSELL BOND & Co.,INC.

Managing General Agents • Excess/Surplus Wholesalers • Insurance Underwriters

A tradition of reliability since 1950



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A whole list of adjectives can be used to characterize a successful business like Russell Bond & Co., Inc. Take your pick: dedicated, energetic, competitive, honest, imaginative, professional, responsive...the list goes on. Of all those descriptions, we prefer "reliable," because it seems to present the most accurate description of the reputation we have achieved among insurance professionals as excess and surplus brokers and managing general agents. Since our founding in 1950, we have built a tradition of reliability.

The insurance wholesaler or intermediary operates in a strategic location, positioned between the insurers and the insurance agents, always seeking the best solution that will bring sales success to both. It's a sensitive and demanding assignment, but Russell Bond & Co. has thrived in that role for a half century.

The challenges are the same today as they have always been: assess the situation that confronts each agent and be familiar enough with the current markets to find the best answer to the problem, and find it quickly.

That's exactly what the people at Russell Bond & Co. do every day. Does it sound simple? It isn't, because although the challenges are the same as they have always been, the problems are more sophisticated, the issues more complex, the solutions more elusive.

Working together

How does a company prepare itself to respond to those complicated questions?

By assembling a community of specialists, individuals who are totally familiar with the problems and the solutions, who have an intimate knowledge of the markets, and who have forged personal relationships—relationships based upon reliability and trust—with their "partners" on both sides, the insurers and the agents.

In today's business world, "partnering" is a term that has come into fashion to describe the type of close business-to-business relations that are so vital to success in the marketplace. Such "buzzwords" can appear suddenly and vanish just as quickly, but partnering is likely to become a permanent part of the business vocabulary because it is so descriptive and so essential.

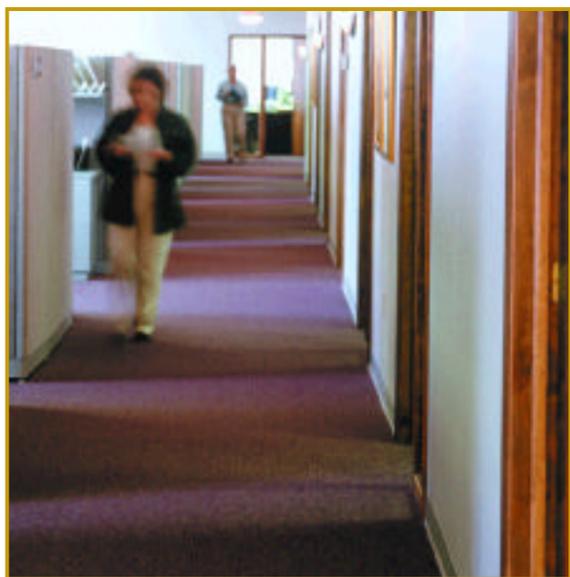
Russell Bond & Co. has built its reputation by stressing the importance of partnering and recognizing that the success of our company depends upon the success of our insurers and our customers, just as their success depends upon us and our people.

That is the secret of our success: the people. It's not really a secret, is it? People, and the experience and knowledge they have gained, are usually what differentiates a leader in any field from all the competitors. It is surely the defining quality at Russell Bond & Co., where we emphasize the importance of specialization, where we have specialists, not generalists, and where those specialists are supported by an experienced, efficient and dedicated team of office professionals.

Community of specialists

We rely on specialists because our business spectrum is so broad. Any list of coverages and classes is bound to be incomplete because we are constantly being asked to explore new areas. We place property and casualty insurance for financial institutions, public entities, private companies, publicly-owned corporations, and non-profit institutions, with an emphasis on professional liability. Countless inquiries from agents relating to a whole range of coverage matters reach our office on a daily basis.

Our specialists maintain close rapport with the insurers. Those relationships, combined with their product knowledge, enable our people to find the appropriate source promptly and obtain answers and commitments in a timely fashion, to meet the needs of each customer.

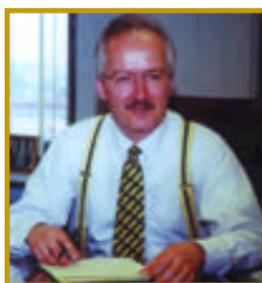


What more can we tell you about Russell Bond people? They are smart, experienced, determined, and accustomed to finding the answers to tough questions, and finding them quickly. In other words, they're reliable.



We work in a modern, recently expanded and enhanced office in the landmark Ellicott Square building in downtown Buffalo, New York. But our sphere of influence extends far beyond Buffalo throughout the northeast, and the list of states where we are licensed as non-resident brokers continues to expand. The firm was founded as a retail agency in 1950 by the late Russell Bond and his wife, Marjorie. Within two years, they recognized the opportunity that existed as wholesalers. They began working exclusively as intermediaries and were among the early leaders in New York in the excess and surplus business.

Today the company is owned by Kurt Bingeman, who joined the firm in 1972, learned the business under the tutelage of the Bonds, and acquired full ownership in 1983.



Following the example set by the founders, Mr. Bingeman has expanded the business while closely adhering to the Bond's vision of a firm known for its professionalism, stability and fair dealing.

Mr. Bingeman is a well-known figure in the industry, having played a leadership role as an officer of many insurance trade groups. He has been president of the National Association of Professional Surplus Lines Offices (NAPSLO), president of the Professional Insurance Wholesalers Association of New York (PIWA), and chairman of the Excess Line Association of New York (ELANY).

Knowledge is definitely power in the excess and surplus field, and that type of continuing involvement in professional affairs has placed the company in a very favorable position. We have an acute awareness of shifting conditions in the insurance market, are conversant with the changing legislative issues that impact the business, and have generally been able to anticipate trends before others recognize that change is coming.

The company places considerable emphasis on staff training. Many of our staff members have completed courses and passed the examinations to attain the Associate in Surplus Lines Insurance (ASLI) and the Registered Professional Liability Underwriter (RPLU) designations. In-service training seminars with representatives of major insurers are held frequently in our enlarged conference room, which is also used for training sessions for agents.

A typical day

During a typical day, our people are constantly busy, answering inquiries from agents, giving them advice, and then seeking input from the appropriate insurers. In many cases, Russell Bond & Co. is able to summarize policy details, quote premiums and bind the coverage immediately. In matters requiring more market research, the answers take a little longer, but most are available within days.

The telephone, e-mail, and the fax are vital tools for our production staff, and the company has invested significantly in state of the art telecommunications, computer, and document imaging equipment. Still, the greatest assets are the Russell Bond people.

**RUSSELL
BOND &
Co., INC.**



Product highlights

Because of the diversified nature of our markets, any listing of specialties will be incomplete. However, the coverages noted here represent a significant portion of our business.

Professional

Directors & Officers Liability
Employment Practices Liability
Errors & Omissions
Fiduciary
Malpractice

Property & Casualty

Casualty & Excess
Commercial Auto
Crime
Environmental
Liquor Legal
Media/E-commerce
Property & Package
Umbrella
Workers Compensation

Personal Lines

Homeowners
Dwelling
Boats/Yachts
Jet skis
Snowmobiles
Umbrella

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