

## Three Generations of Service

**Herbert H. Landy Insurance Agency is extremely dedicated to clients.**

As part of the 450th Bomber Group, or “Cottontails,” Herbert Landy interrupted his college education by flying missions in B-24 bombers over Europe during World War II.

Upon returning from the service, Herbert Landy finished his degree in accountancy, and then completed an MBA with a minor in insurance. He opened the Herbert H. Landy Insurance Agency in 1949. Today, Herbert’s daughter, Betsy Magnuson, runs the firm.

“I had the privilege of working with my dad for 30 years, and he taught me everything about the business,” says Magnuson, President of the Landy Agency.

Magnuson, a graduate of Syracuse University, began leading the agency as President in 2001. In 2012, she received the Banker and Tradesman Women of Fire Award—an award acknowledging women who have shown substantial success in their field and whose work has enriched or advanced their field of endeavor.

### Focused on Professional Liability

The Landy Agency was the first in the nation to offer liability insurance to accountants, and it now provides coverage for all nonmedical professionals nationwide, with a special focus on accountants, real estate agents and brokers, real estate appraisers, and attorneys.

“We are selective about the carriers we choose to work with and provide only the top-rated carriers and coverage for our clients,” says Magnuson.

Landy is the program administrator for Great American Insurance for policies covering accountants, real estate agents and brokers, and real estate appraisers.

The firm sells directly to consumers



Betsy Magnuson, left, and Michaela Magnuson, right

and also through independent agents across the country.

### Technologically Advanced with a Personal Touch

The Landy Agency has always embraced technology for the benefit of their customers.

“My father loved technology and understood how it could provide superior service for our clients,” says Magnuson.

Landy’s technological edge provides quick turnaround for clients, with a maximum wait time of 24 hours for binding policies, but some clients can receive their policies in as little as two hours.

“We spend the time and have the resources and expertise necessary to constantly improve the process and education of purchasing an insurance policy,” says Magnuson. “We use technology when it makes sense, but believe that personalization and human interaction are equally important. We proudly have names, phone numbers, and email addresses available

on our website for customers to contact us with questions. We refuse to use an automated phone system that eliminates human contact.”

Landy’s staff is taught the importance of customer service. They are knowledgeable about the products they represent and are courteous and respectful of clients and their time.

“We are old school,” says Magnuson. “We believe in business by establishing relationships and always being there for our clients.”

Landy’s combination of technology, exceptional customer service, and choice of carriers and product lines has allowed the firm to remain a successful, independent agency for more than 68 years. And things aren’t about to slow down.

“We’re proud to be a family-owned business. Michaela Magnuson, my daughter, has worked with me for 10 years. She will be my legacy to continue the Landy success story through knowledge, dedication, and a genuine understanding of the business.”

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75 Second Avenue, Suite 410, Needham, MA 02494

800-336-5422 | www.landy.com