

A Message from Bill McKernan, President, NSM Insurance Group

The strength of our brand for over 25 years, simply stated, is our dependability. We know that insurance is always personal, but more than that, it's a human transaction based on trust.

Underpinning our brand philosophy are three ideas that best describe our approach to customer satisfaction:

➤ **Human:**

Every insurance transaction (business or personal) is local and starts as an agreement between people. Our customers trust us to deliver the best advice & insurance at affordable prices.

➤ **Global:**

With offices strategically located in six states across the country we bring world-class insurance solutions, top rated carriers and innovative ideas to our clients.

➤ **Communications:**

Communications is not just our philosophy...it's our mission. Clear communications builds trust at every level of the process. We view the timely transfer of information to and from our partners and clients as an absolute requirement.

Bill

William T. McKernan



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