

Farmers Insurance Morrell adds a personal touch

By CHARLES PAULLIN
STAFF WRITER

BERLIN — Having just celebrated her one year anniversary in town on April 1, Robin Morell with Farmers Insurance is eager to help customers with all their insurance needs.

Located at 27 Mill St. in Berlin, Morell provides the whole gambit of insurance services from home, life, renters, business, motorcycle, recreational, umbrella and many more.

"Farmer's has great products, we have great services," said Morell, who is originally from New Britain. "We invite everybody to get a quote. If you don't need it no big deal, but at least give me the opportunity to quote it," said Morell.

Although her agency has been open for only a year, Morell has over several years of experience with insurance and real estate. Having graduated from Quinnipiac University in 1986, she spent two years working with The Hartford and then got her real estate license after two years, at which point she opened her own office and expanded it.

"Real estate and insurance go hand in hand," said Morell.

After 25 years of owning her own real estate

business, she decided to sell it but still stay involved with the industry. After two years of not owning her own business, though, Morell said she got the itch to own something again, and thus her Farmers Insurance branch began. One of Morell's real estate partners who worked with her part time but for Farmers Insurance full time got her to open the office, as Farmers was looking to expand into Connecticut.

"We're growing and expanding," said Morell, who explained that because her business partner, Mark Greenland, passed away a month ago

unexpectedly, she is bringing on more help.

"He was my inside guy, he did a lot," said Morell. "He was a great employee." Morell has recently brought on one employee and is looking to add another.

While changing her help, Morell still has her experience and clients can still find the personal touch and human interaction with her business, something that sets her apart from other insurance agencies, she said. Her service has the support of a big time provider of Farmer's Insurance but also a friendly, familiar approach.



Photo courtesy of Robin Morell
Farmers Insurance Morrell Agency is at 27 Mill St. in Berlin.



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"We have that personal touch, other companies have those 1-800 numbers" said Morell, who explained that 24/7 claims can be made via a "1-800" number, but her team is in town and able to help in person, not remotely over the phone.

Another way Morell and her Farmer's insurance office is set apart from other agencies is the technology service they provide.

"You can do everything from there," said Morell, referencing the Farmers

Insurance website at farmers.com. "You can't do changes but you can get your policies, you can print I.D. cards, you can make payments."

In fact, there was one time when Morell benefited from that technological service from her company.

Her 17-year-old son was hit by another car while he was sitting in his.

When providing his insurance to the officer who responded to the incident, he realized his insurance card had expired. So he called his mom, the

owner of an insurance company, who came down to the scene. She pulled the policy up on the mobile app and showed that policy was still current.

"The officer laughed," said Morell, pointing out the irony that the son of an insurance agent had an expired insurance policy card. "Technology wise, everything is great."

But for those who prefer that face-to-face interaction over the technology, Morell said her office is still there for them, too.

"We try to make it as easy as possible for our clients," said Morell. "All people have to do is call."

In addition to helping people in her office and over the phone, Morell and her team are available for appointments at desired locations. The office also provides affinity discounts, for military, policemen, firemen, nurses and more.

"We're here for whatever (clients) need," said Morell.

Open Monday through Friday from 8:30 a.m. to 5:30 p.m., Farmers Insurance Morrell Agency can be reached by phone at 860-612-8900 or email at RMorell@farmersagent.com.

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