

Farmers Insurance Morrell Agency offers a personal touch

By CHARLES PAULLIN
STAFF WRITER

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celebrated her one-year anniversary in town April 1, Robin Morrell with Farmers Insurance is eager to help customers with all their insurance needs.

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

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

Although her agency has been open for only a year, Morrell has many years of experience with insurance and real estate. After graduating 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 Morrell.

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, Mor-

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rell said she got the itch to own something again, and thus her Farmers Insurance branch began.

"We're growing and expanding," said Morrell, who explained that because one of her employees, Mark Greenland, passed away a month ago unexpectedly, she is bringing on more help.

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

Although there has been some staff changes, Morrell said clients can still find the personal touch and human interaction at her business, that sets her apart from other insurance agencies, she said. Her service has the support of a big time provider of Farmers Insurance but also a friendly, familiar approach.

"We have that personal

touch, other companies have those 1-800 numbers," said Morrell, 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.

In fact, there was one time when Morrell 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 Morrell, pointing out the irony that the son of an insurance agent had an

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expired insurance policy card. "Technology wise, everything is great."

Another way Morrell and her Farmers Insurance office is set apart from other agencies is the technology service they provide.

"You can do everything from there," said Morrell, 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."

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

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

But for those who prefer that face-to-face interaction over the technology, Morrell said her office is still there for them, too. "We're here for whatever (clients) need," said Morrell.

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

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