

This month I interviewed Mark Klein from Klein Insurance apart of Central Financial Group. Klein Insurance started in the 1950's with Leroy Klein, soon after Dave Klein and now Mark Klein as a 3rd generation of Klein's. Mark started in May of 1978 with his father Dave and will hopefully soon be sharing the same experience with his son David, who is now in the Urbandale office. Klein Insurance merged with Central Financial Group in 2003 and now has multiple offices including; Wesley, Britt, Algona, Kanawha, Emmetsburg, Spencer, Fort Dodge, Johnston, Roland, and Urbandale with 40-50 employees including 8 people in the Wesley branch.

Where do you think the company is heading in the next 5 years?

"Well I just think we are a declining market here so looking to grow more in the Fort Dodge and Johnston area."

How do you market your business?

"Try to do a good job for people; my best marketing is other people telling other people, word of mouth."

What is your managing style?

"Treat all the people that work for me as co-workers and work as a team."

Does your company help the community?

"Yes. Big donor for all projects."

Can you describe your customers and why they choose you over your competitors?

"Most of them are my friends and I feel like I am honest and they can trust me to do the right thing."

What are the biggest issues for running this business?

"The big thing that changed for me is declining population, the families that were born and raised here are little by little going away and it's a whole new bunch of people."

If you had one piece of advice to someone just starting in this business what would it be?

"You got to have a good attitude and work hard."

Anything you would like to tell your customers?

"Thanks to all the people who have been loyal over the year."

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CONTACT INFORMATION

201 West Main
Wesley, IA 50483
Phone: 515-679-4221
Toll-free: 877-679-4221
Fax: 515-679-4222

OFFICE HOURS:

Mon: 8:00 AM - 5:00 PM
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