



# '09 Spotlight

## DOING WHAT YOU LOVE

*Passion for his profession has created huge rewards for Bryan Krupin.*

**D**o what you love, and the money will follow," a popular proverb promises. Some folks are skeptical about that optimistic philosophy, but it has worked for 37-year-old Bryan M. Krupin.

As managing partner of Gilbert-Krupin LLC in Beverly Hills, Calif., Krupin has helped oversee more than \$100 million in protection each month since 2003, he says. He is working on getting \$150 million in coverage on one client alone. The firm handles only life and disability income insurance for athletes, actors, entertainers and other high-net-worth clients.

Focusing on such prospects—and having offices in the entertainment capitals of Beverly Hills and New York City—has helped the company's 17 employees secure more than 5,000 clients and an average of 500 policies a year. "Working with high-net-worth clients and entertainers keeps me energized, focused and on my toes. We have a very demanding who's-who clientele, and word of mouth travels fast in our circles, so we have to be consistent and provide amazing service," he says.

"We strive to be educators, not salesmen. We do a lot of work that often results in not getting paid initially. If you have patience and stamina, it can turn into rewards down the road," Krupin says.

He and his colleagues try to get to know their clients well, and they often entertain them at sports events and dinners. "Being known and recognized in the community is an important aspect of what we do. People want to do business with people they like, trust and will remain in the community," he says.

### The need to network

"I love this business and am very passionate about it. I can't wait to get to work on Monday. I love working with people, being busy and even traveling to see clients or to conferences," Krupin says.

He is committed to the financial-services industry and travels approximately 30 days a year to attend carrier meetings, industry conferences and study group events. "I really enjoy being at these meetings to learn new ideas, network with my peers and get to know more people of influence. Not only do I come home with many new contacts, I also always get at least one great idea that made the trip worth being away from my family and the office," he says.

The NAIFA-Los Angeles member entered the industry at 23 and joined NAIFA in 1996 for educational opportunities. Later, he grasped the importance of NAIFA advocacy and the association's



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— BRYAN KRUPIN, CHFC

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PAC. "If you are passionate about the insurance industry, you have to become a member," he says.

"On a professional level, one of the most important things [about NAIFA membership] is being educated about what is going on in our industry, and what one can do to further enhance our business. On a personal level, I have made some really great contacts that I enjoy being around and talking to," Krupin says. "I always want to become better, do more, learn more and meet more people."

### Balancing priorities

Krupin admits that maintaining work/life balance is difficult during the week but is important to him. "I have a 3½-year-old boy and an 18-month-old daughter and an amazing wife that I love to be around," he says. "I try to not work on weekends—although I am always on the lookout for new relationships—and we aim for four weeks of vacation per year. Getting away from the office is critical. It allows me to recharge and do a lot of strategizing. Plus, being around my family is of the utmost importance."

His business is so successful that he doesn't have much time for community activities, but he and his wife do some charitable work. "My family, my health and my work are the three most important things, and I live my life in that order," he says.

"I am very blessed to have a great business, a great family and great friends," Krupin says. "I feel lucky to be where I am and know what I know. I love my life and wouldn't change it for anything. I have fun doing what I love." 

— Julie Britt