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Russ Swallow

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To Whom It May Concern:

I've known Roy Sequeira for two years (and counting) and have gotten to know him quite well. He is one of three most intelligent persons I've ever known. His high IQ is balanced by his people skills and lots and lots of common sense.

While many people have (mistakenly) categorized Roy as the "go to person" for only when a company is in trouble, my view is quite the opposite. Roy is the person to go to when a company wants to make more money at doing what it already does. He gets the "big picture" quickly and puts together a workable action plan that gets you the results you want.

From a personal standpoint, Roy is one of the greatest sounding boards I've ever had. He recently helped me tweak a proposal for "the impossible prospect." This was a company that wanted to ... freeze employee health insurance contributions at their current levels ... keep the same benefit co-pays and deductibles ... keep the same insurer ... and also save money. Impossible you might say?

With an idea or two from Roy, I created a simple two page presentation that not only met each of that company's objectives but saved it \$45,000 in the first year alone. It became essentially a 30 minute sales call resulting in replacing the current broker who had been servicing that company since its inception.

If you want to make more money at doing what you're already doing, then schedule some time with Roy.

Cordially,



Russ Swallow
President