

Northpointe Bank Realizes an 84% Growth in Insurance Policy Sales in One Year

Case Study

Based in Grand Rapids, Michigan, Northpointe Bank is a residential home loan originator and servicer with more than 50 loan production offices across the United States. Northpointe operates both direct-to-consumer and correspondent lending channels with servicing support for all GSE arms. The bank has been formally recognized for growth, profitability and employee engagement via numerous awards over the past several years including by the Mortgage Bankers Association, Independent Community Bankers Association, The National Association for Business Resource, Inc.com, and more.

Committed To Our Partnership

"Having the bank's leadership team stand behind the partnership has been a critical driver of our success," noted Hilary Bickford, Sales Team Lead at Insuritas. "As the bank has grown over the last several years it would be easy for insurance to take a backseat to their core banking products, but the team has continued to invest in educating new and existing Northpointe employees on the benefits to their customers, as well as the bank, that Northpointe Insurance offers."

Jeff Chesky, Founder and CEO at Insuritas added, "Insuritas could not be more excited about the future of its relationship with Northpointe Bank. Northpointe has been one of our fastest growing partners in the history of the company, and we are looking forward to seeing continued record-setting growth from their team."

Exceeding Expectations

Bill Clancy, Vice President of Northpointe Bank noted, "One of the reasons our customers choose to purchase their home insurance from Northpointe Insurance Agency is due to the ease of the application. All they have to do is respond to a personalized email tied to their mortgage process, and quotes are sent back to them. It has fit nicely into our corporate values of providing innovation, value, and exceptional service to our clients. It has been a seamless process working with Insuritas' management to grow the agency alongside the bank." Charles Williams, CEO of Northpointe Bank concluded, "The level of service provide by Insuritas' sales team has been a cornerstone of this successful partnership."

Institution
Northpointe Bank

Location
Grand Rapids, MI

Assets
\$2.1B*
*Plus \$8.9B in serviced mortgages

Customers
41,900

Employees
711

Policy Sales
2017 | 348 Policies
2018 | 612 Policies
2019 | Projection 900+ Policies

