

ERIE Ryan Tyson



Ryan Tyson,
Reinhardt's Agency
Hermitage, Pennsylvania

History of the agency?

This agency was established in 1904 by Otto Reinhardt. He passed it onto his son George Reinhardt. My grandfather, Cecil Tyson, bought it in 1955, and my dad, Michael, took it over in the early 1970s. I came on board in 1998 and worked with my dad until he retired in 2007, and then I

purchased the agency from him. We have been on a growth track since 2005. We acquired four agencies between 2005 and 2012. Our volume grew five times. We built a new building, which allowed us to consolidate our two offices into one. We moved in about a year ago, and it's been a tremendous decision for us in terms of efficiency and time management.

History with ERIE?

We were appointed to ERIE in 2002, and we made two acquisitions in 2007 and 2009. We wanted to partner with ERIE because of the company's reputation in the industry. I value the relationship model, and I had a lot of respect for ERIE. I felt like if we could get that appointment it would change the course of my future and the future of our agency. And it has. It's been the difference for our growth and stability.

Reaction to the QAA Award?

It's a tremendous honor to even be included in the conversation. To be viewed in that light by ERIE is a tremendous honor. We spend a lot of time in our office focused on culture and teamwork, and it's nice to see that validated. The award is certainly a reflection on my whole team.

How do you team build?

We have 15 Employees, and at least once a quarter we make an effort to do something together outside of work. We go to a Pittsburgh Pirates game every year, have an annual dinner, that kind of thing. We care about each other, which makes for a better work environment.

Marketing tips?

I don't think there's a magic bullet. We're lucky to live in a community that values personal relationships. Our staff does a good job establishing those relationships with our Customers. From a marketing perspective, the best thing you can do is do a good job for someone and let them spread the word. Our Customers are the best advocates for our staff and our agency.

Secret to success?

Old-fashioned hard work. I had that instilled in me at a young age. My dad was a great mentor and he taught me that hard work makes the difference. He really allowed me to put my own stamp and vision on this agency, to put us in a growth mode and pursue ERIE. I was blessed to have this opportunity, and blessed to have a father who was a great mentor and partner.

Outside of work?

My wife, Nicole, and I have 6-year-old twin boys and a 17-month-old daughter. Our house is a zoo, but we wouldn't trade it for the world. ■