

Primary Insurance Agency Group, LLC

After working in the insurance business for several years, George Gjokaj decided to use his entrepreneurial and insurance skills to start his own business. As a witness to the loyalty and strong referral system that travels through an ethnic community, George saw a value in marketing to the various ethnic communities in Macomb County. It wasn't until after opening Primary Insurance Agency Group, LLC in 2006 that George came to the MI-SBTDC because of the need to hire staff and expand his business. Business Consultant Pamela Valentik worked diligently with George on developing a business plan and identifying loan programs.

After attending a Team SBA session where he met loan officer Romy Ancog of Citizens First Bank, George was able to secure a \$100,000 SBA loan. Three additional employees were hired, a lease was signed to provide for additional office space, and a marketing campaign was created and implemented. In addition to securing appointments with over 20 insurance carriers, they also exceeded projected sales by \$200,000 for the first full year in business. As a result, Primary Insurance Agency Group, LLC has far exceeded George's goals in addition to those of his insurance carriers'.



The time, resources, and effort put in by our counselor Pamela Valentik is something I would have paid money for, and to receive this service free of charge was unbelievable. I really feel that the MI-SBTDC has been a great asset in the success of my business.
~George Gjokaj, Owner