



# BizSnaps

A Snapshot look at local businesses

**Your Name:** Kori Sagen

**Title:** Owner/Agent

**Business Name:** American Advantage Insurance

**Address:** 1022 1st Center Ave.,  
Brodhead, WI 53520

**Phone:** 608-897-6057

**Directions & Business Hours:**

Monday - Friday 9-5 or by Appt.

**When was the business started?** February 13, 2009 (I have been an Agent for 19 years)

**Describe your products/services:** Full Service Independent Agent. Business, work Comp, Life, Health and Personal Insurance

**What product, service or philosophy differentiates you from your competitors?** An Independent Agent represents many insurance companies. I shop your insurance so you don't have to. Price is important but so is quality coverage.

**How did you get interested and/or started in this business?** I started at another Agency in Janesville as a receptionist and worked my way up. For 10 years I worked for a large national insurance company, but decided I wanted to go on my own.

**What kind of training or background do you have?** Bachelor's degree in Management and Communications with a Minor in Criminal Justice Administration. Currently working on my Certified Insurance Counselor (CIC) Certification.

**What are your future plans for your business?** To continue to service customers and take care of their needs so they will want to refer their friends, which will in turn grow my business.

**What or who had had the most influence in the way you do business?** My husband because he is very loyal to the people he does business with, knows that the cheapest price isn't always better and you should buy local.

**What do you find most rewarding about this type of work?** Knowing that I am helping people protect their assets and therefore their futures from the unthinkable.

