

Our Success

"The success of the Order's insurance program can be attributed to the more than 1,400 professionally trained brother Knights who make up our agency force.

"They work full-time to develop and maintain their knowledge of the products we offer and how they can help secure the future of your family, for generations to come."

Supreme Knight Carl A. Anderson



Our Mission

To provide brother Knights and their families with the highest level of service and the most secure, stable products to ensure their financial well-being.

*To changing lives for good,
one Catholic family at a time.*

Knights of Columbus
INSURANCE
YOUR SHIELD FOR LIFE



Did You Know...

- ◆ There are more than 1,400 professional, full-time field agents serving councils in the U.S. and Canada.
- ◆ In order to best serve brother Knights and their families, agents receive extensive training from general agents and take educational courses. Additionally, agents are supported and trained by experts at the Supreme Council Office in New Haven, CT.
- ◆ The Knights of Columbus is the largest lay Catholic organization in the world, with nearly 1.8 million members.
- ◆ With more than \$17 billion in assets, the Knights of Columbus remains financially strong.

Strong
Agencies.
Solid
Foundation.



Knights of Columbus
INSURANCE
YOUR SHIELD FOR LIFE

Insurance for Brother Knights by Brother Knights

In 1882, Father Michael J. McGivney saw firsthand the devastation to a family caused by the death of the breadwinner. From his vision, the Knights of Columbus Insurance program was created to provide financial security for its members and their families. Today, we have more than \$79 billion of insurance in force, and shield nearly 1.3 million policyholders.

The Role of a General Agent

Our general agents play a vital role in fulfilling our founder's dream. These men assume the daily responsibilities of leading our field force and assuring that our members and their families receive the best service they can provide. They build strong agencies on the solid foundation of the Knights of Columbus Insurance program.

Like our field agents, our general agents come from a variety of work experiences, but they all share one common goal: to find the best candidates to join their agency. Once strong candidates are found, they are professionally trained and instructed by the general agents, who are continuously enrolled in educational courses to hone their knowledge and skills. General agents also provide support and assistance to their existing veteran agents.

The general agent's leadership role in the Knights of Columbus is twofold. First, he should build a culture of success and service in his agency. Second, he should help fraternal leaders accomplish their goals.

If you know someone who has the qualifications to be a successful field agent, contact me today.

Dedicated Agents Make a Difference

Sergio A. Urrutia FIC, CSFP, LUTCF is a 4th degree member of the Knights of Columbus.

Sergio began his career as a Knights of Columbus Agent serving the members of eastern Long Island, New York in August of 2003. He transferred to North Central Florida in March of 2004. He served as field agent for councils in Leesburg, The Villages and Bushnell, Brooksville and Wildwood, Florida. Sergio was ranked as the #1 Field Agent in the State of Florida every year from 2004 through 2009 with three Top 10 finishes amongst the Order's over 1,400 agents. He finished in the Top 25 each year as a field agent. Sergio was promoted to General Agent for South East Florida on January 1, 2010.

Sergio is a member of the Supreme Knights Club and a Six-time qualifier for membership in the prestigious Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals®. MDRT is an international, independent association of 29,652 of the world's top 2% insurance and financial services professionals from 76 nations and territories. He is a long-time member of the National Association of Insurance and Financial Advisors (NAIFA), the National Association of Fraternal Insurance Counsellors (NAFIC), and the General Agents and Managers Association (GAMA).

Prior to joining the K of C field force, Sergio spent 12 years in the Investment Banking Industry. He was



personally involved in the structuring of private equity financings for publicly traded Companies.

Sergio and his wife, Daniela have two children Alek and Gabriel.

Business and Fraternal Attributes

- Joined Knights of Columbus in May, 2003. He is a 4th Degree member of Lake County Assembly 1675.
- Has attained the professional designations of Fraternal Insurance Counselor (FIC), Chartered Senior Financial Planner (CSFP) and Life Underwriters Training Council Fellow (LUTCF), and is currently working toward his Chartered Life Underwriter (CLU) designation
- Ranked No. 1 Knights of Columbus field agent in the State of Florida each year since 2004. Promoted to General Agent 1-1-10.
- Repeat qualifier of each of the following: the Order's Agent's Incentive Award Trip, Supreme Knights Club and the Million Dollar Round Table.
- Served in the Investment Banking Industry for 12 years prior to joining the Order's Field force.

Thomas P. Smith Jr., Executive Vice-President of Agencies & Marketing, called Sergio, "The most successful Knights of Columbus Agent in Florida's history."



Sergio A. Urrutia FIC, CSFP, LUTCF
General Agent
Knights of Columbus Insurance
772-224-2925 Office
772-224-2928 Fax
Member NAIFA, SKC & MDRT
The Urrutia Agency - Guided by faith and integrity, growing through service.