



2020 AWARD NOMINATION

PERK REICHLEY, CIC, REICHLEY INSURANCE AGENCY, BEAVERCREEK

LIFETIME ACHIEVEMENT AWARD

Nominated by: Jeannine Giesler, CISR, CPIA

Previous Awards Received: Excellence in Leadership – 2016

Perk Reichley
President
Reichley Insurance Agency, Inc
Aug 1979 – Present 40+ yrs
Beavercreek, OH

Perk is the third-generation owner of Reichley Insurance, the agency has served the southwestern Ohio area since 1951. Reichley Insurance has established a reputation for honesty, high morals, integrity and friendly and professional customer service.

"While the massive national agencies spend millions on television ads and offer barebones policies, they do not know you. When your needs change or your situation complicates, you don't want an automated phone tree or cold cyber-agent. You want to talk to compassionate, honest insurance experts – that's our team. You shouldn't have to spend hours researching and comparing policies. The specialists at Reichley guide you through the complex insurance industry."

Perk believes that Insurance is not a product. It is a promise and a trusted relationship.

His Philosophy is:

- **To provide the clients with quality products and services through financially sound insurance companies committed to the American agency system.**
- **To provide prompt and courteous service by handling each account as if it were our own and by treating each client the way we would want to be treated.**

They further commit:

- **To enhance our professionalism by continuing our education in the insurance industry as well as supporting opportunities for personal growth.**

- **To communicate with each other and work together in harmony towards the success of the agency, and each participant within the agency.**

These commitments result in the highest of customer satisfaction and confidence. They are Reichley Insurance Agency's highest priorities. Achieving them enables both collective and individual success and thus fulfill the mission.

There is no one-size-fits-all insurance policy.

They stay involved every step of the way – from writing your first policy, reviewing your changing needs, updating and educating as the industry changes, managing costs and coverage options, and being there when you need to present a claim on your policy. You will get help with the biggest – or smallest – parts of your life. At Reichley, every account matters.

The history of Reichley Insurance Reichley Insurance was established in 1946 by P.A. "Perk" Reichley in Crooksville, OH (Perry County) in south central Ohio when he purchased a small insurance agency that was operated on the 2nd floor of the local bank building.

Over the last sixty years, they have established a reputation for honesty, high morals, integrity and friendly, professional customer service – pillars of a successful insurance agency.

Dow D Reichley, second generation, retired in 2005 after over 40 years of service to his community and the insurance industry, holding such positions as Ohio President of the Professional Insurance Agents Association, National President of the Professional Insurance Agents Association, and recognized locally & nationally for his service to his clients, insurance carriers, local non-profits and community. Dow "Perk" Reichley continues the tradition of service to their clients and assumes the leadership of the agency.

Beavercreek Office, 2016

Third generation, Dow "Perk" Reichley joined the agency in 1979 which now occupied both the garage and house on the property in Xenia for its offices. As the agency grew, a branch office was established in Beavercreek in 1998.

In 2010, with greater efficiencies gained thru technology and a more regional presence established by the agency, all operations were consolidated into the Beavercreek office at 2440 Dayton Xenia Rd, Suite A, Beavercreek, OH where it remains today.

Perk is passionate about his Community, Involved in local Chamber groups, Serves on the YMCA of Greater Dayton Board of Directors, and the Board of Directors Golden Age Senior Center.

Participates in activities like Hearts, Horses & Hometown Roots

<https://vimeo.com/216225952?ref=em-share>

Served as Past Board Chair of the Board of Directors for Ohio Insurance Agents Association, Inc. 2008 – Present 12+ yrs. Active OIA Services Board Member, and has led & served on multiple Committees, task force and work groups.

Perk has mentored and led leadership work groups. He is a remarkably effective active listener, to listen with understanding means seeing the expressed idea and attitude from the other person's point of view, and sensing how it feels to the person. People don't care what you know until they know that you care. Supportive in the perpetuation of the insurance industry he will make time to advise our counsel when called. He is a true servant leader!

Here are some of the things clients have said about Perk and Reichley Insurance.

Friendly and caring staff. They go the extra mile to help you choose the right insurance. I am very happy with my coverage and knowing they are close by if I need any advice.

Perk, Liz, and everyone in the office have been very helpful to me while starting my non-profit corporation. Perk took the time to explain many things that I didn't know and helped me decide what I still needed to accomplish before getting our insurance. I will recommend him to others in the future.

Perk and his team are the best insurance company I have ever dealt with over the 37 years by far !! I am not normally a person that leaves reviews but they deserve 5++ stars. They are out for my best interest and they take all the time I need. Perk has a lot of wisdom and is extremely high integrity. I highly recommend!!!

The whole team at Reichley Insurance is top-notch. Great people that know how to provide the personal touch that ensures (no pun intended) you feel like a customer rather than a number.

The staff at Reichley Insurance are professional, friendly and very helpful. As my boys got their licenses Mr. Reichley took the time to sit with each of them and talk about how auto insurance works.

Awards he has received.



Leadership Award 2016
Ohio Insurance Agents Association, Inc.



President's Award for Leadership
YMCA of Greater Dayton
Mar 2016