



ALINK
Captive Insurance Services

BIONIC

About 40 years ago, I met a man who many called Dr. BIONIC. He was a professor at my University, yet I never enrolled or attended any of his classes. In 40 years I probably only spent a total of 2 hours with him directly. However, his influence was and is still felt today by all those who associated with him. He always wore this little 1 inch yellow pin.

Inevitably, someone would always ask, “What is that?” “Why BIONIC?” “What does it mean?”

It was his motto, his theme, his slogan, it was how he lived, taught, and treated everyone.



Believe it or not, I care!

And he did!

There are two parts to this simple yet profound acronym:

1. Believe it or not – regardless of what a person may or may not believe, the statement is true!
2. I care – What Dr. BIONIC did spoke loud and clear, he cared about people.

Believe it or not, there is a better way to insure your risk.

Believe it or not, Captive Insurance can and should be in place for every profitable business.

Believe it or not, Captive Insurance is a regulated, bona-fide insurance company which creates a multi-million dollar profit center by insuring risk of its operating company.

Believe it or not, Captive Insurance is both simple and complex.

Believe it or not, properly implemented Captive Insurance companies are very efficient.

Believe it or not, Captive Insurance is not new to the marketplace.

Believe it or not, Captive Insurance companies are all around you.

Believe it or not, ALL insurance companies are created to be profitable.

Believe it or not, you – the owner, of your own Captive Insurance company have control and flexibility of your insurance company.

Believe it or not, creating a Captive Insurance company is much more than a transaction, a relationship is built as much or as little as the owner chooses from beginning to end of the insurance company.

Believe it or not, being a fiduciary is rewarding and being part of the creation, implementation, execution, and use of YOUR insurance company assets truly is having YOUR best interests in mind.

Definition: A fiduciary refers to a professional that acts in their clients' best interest. These professionals make recommendations, and ultimately serve their clients and THIER BEST interests.

Believe it or not, I care about business owners, their success, growth, and solving complex problems. Although I make a living in the Captive insurance space, and I believe it may be the most powerful, flexible solution available to business owners, and solves many significant problems, believe it or not, the satisfaction and reward is truly helping business owners succeed.

Believe it or not, Captive Insurance is

Your Link to Security!

Rich Ericson, President

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