

BIZ SPOTLIGHT:

THE FRIEDRICHS
AGENCY

MAY 2021



Throughout 2020, millions of workers were met with layoffs and furloughs, as a result of COVID-19. Perhaps the hardest hit sector throughout the year, was that of hospitality.

Between the hotel and restaurant industry, it is estimated nearly 4 million employees were let go since the start of the pandemic, with nearly 15.9% of the industry's workers remaining unemployed, as of January of 2021.

As the nation begins to reopen, the industry is still faced with lay offs and lock downs, leading many former employees of the industry to seek new career paths.

One of these more than familiar stories is taking place right here in Fishers, with resident and now business owner Stephen Friedrichs.

"Leading up to March of 2020, I worked in Risk Management and Strategy for Marriott Luxury Hotels in Ohio, Arizona and Indiana. Once the pandemic took a hold of the country, the hotel industry saw a significant decrease in business. Thus, industry-wide downsizing caused mass layoffs as well as the elimination of my position," said Friedrichs.

Having already relocated to Indiana in 2019, to serve as the Director of Revenue of the Westin Downtown Indy, Friedrichs began exploring new opportunities, aligned with his background in risk management.

FAST FACTS

- Stephen Friedrichs worked in risk management & strategy at Marriott Luxury Hotels, before being laid off in 2020 due to COVID-19
- Friedrichs opened a Farmers Insurance Agency in 2021, following being laid off during the COVID-19 pandemic
- The Friedrichs Agency is located at 8977 Technology Drive Suite D in Fishers



Stephen Friedrichs
The Friedrichs Agency

"I knew that I wanted the focus to be on connecting with families and individuals in the local community," said Friedrichs.

"Farmers Insurance offered the perfect vehicle to support that vision and allowed me to play a part in the risk management of families in the community," said Friedrichs.

Although his decision to start a Farmers Agency was partially forced by COVID-19, Friedrichs notes that his background risk management provided a natural route into the industry.

"Risk Management and strategy have always been a passion of mine. I love being out in the community connecting with families," noted Friedrichs. "I knew insurance and financial management would facilitate connecting to the needs of the community, so it had been on my radar. However, that timeline was accelerated by the pandemic."

Following a year of unprecedented challenges, Friedrichs is confident about his new endeavor and excited to see what the future holds for the agency.

"Our mission statement states that our goal is to provide families peace of mind so they can enjoy the important things in life," said Friedrichs.

"With that as our north star, our agency growth will align with that of our growing community. We are currently looking for additional team members to be part of The Friedrichs Agency, and with the ability to work remotely, there is no ceiling on team size."

If you would like more info on The Friedrichs' Agency, visit www.insurefishers.com, find them on Facebook at www.facebook.com/insurefishers, or call 317-868-7532.

Q & A with Stephen Friedrichs

What do you want the Fishers community to know about your business?

"We want to have a relationship with the families in our community and make the community better. We want our customers to come by the office with their kids (and come see our play area, which is the biggest part of the office!). We are excited to support other local business and to keep the spirit of the community strong by volunteering, giving back, educating, and having some fun."

What do you like most about Fishers?

"That list is too long for this article! I believe that Fishers represents what make this country so great and why my family and I feel so blessed to live here. There is an alignment of family values, entrepreneurial spirit and community support that allows Fishers to shine. The connection between family and community is clear and Fishers does a great job making that easy to achieve."

