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**NAWBO San Antonio: MEMBER SPOTLIGHT: Shirley Crandall, Crandall & Associates, Inc.**

NAWBO San Antonio's Notes

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Wednesday, July 15, 2009 at 8:52am

In this note

No one.

Briefly describe your company and indicate your title

I am the President of Crandall & Associates, Inc. - an independent insurance agency offering employee benefits, commercial insurance, personal insurance and medical malpractice for physicians.

What was your first job and what did you learn from it that you apply to your current work?

My first job was working in Marketing for an insurance company. I learned that, in sales, there is no limitation in earnings for a hard worker. I also learned that the boss sets the example for the employees by his/her performance and personal standards.

What is your biggest challenge in today's marketplace?

Finding exceptional employees that are willing to work together as a team and contribute 100% of their talents and efforts for the advancement of the company to benefit everyone.

What has been your biggest reward?

Through my business earnings, I have been able to assist numerous childrens' organizations. And, through the contacts I have made with these organizations, I am expanding my role/involvement in fundraising to increase donations and raise community awareness of the needs of our children.

Define success.

Making a difference for the good. It may be in a child's life - giving them the chance to be both physically and emotionally healthy. It may be providing the proper insurance so that a person can live life to the fullest. It may be a donation that no one else but me knows about. The list can go on and on. The bottom line is that it's not about money, it's about changing someone or something to make it better!

What separates you from the competition?

A philosophy that the job doesn't end with the sale. It is continuously striving to excel in expedient service for our clients, educating them and prospective buyers about insurance coverages so that they can be comfortable with their purchase. It is a continual review of a customer's coverages to ensure it still meets their needs in our ever-changing environment. It is educating our clients about legislative changes that affect their insurance policies.

Please share your philosophy or best advice received.

Give the world the best you have. It may not be enough in the estimation of others, but, if you know it's your best, you'll have no regrets and won't need to make any apologies. Do good always. Not for praise from others but because it's who you are as a person.



Updated about 4 months ago