ULTIMATE

PROTECTION

A ROADMAP TO

Protecting Your Business

WHILE DRAMATICALLY

Lowering Your Total Cost of Risk

HOUSTON HARRIS

Looking for a *Tried-and-True, Dull-as-Paint* Insurance Book?

SKIP THIS BOOK!

If one of the "hats" you wear is to manage the risks your business faces, then this is the book for you.

This book is for owners and operators of growth-oriented, middle-market businesses that buy property and casualty insurance. The language of insurance is demystified and translated into business operations speak. In the world of managing risks for a business, there are very few organizations that grasp the concepts to protect themselves from their exposures.

For years, Houston Harris has developed break-through strategies that have been responsible for drastic savings for many businesses throughout Texas and other states. And along the way, he has taught entrepreneurs to cut to the chase, measure their results and find creative ways to protect their greatest asset. Now, Houston has brought together in one book some of the most creative strategies and tactics to protect your company...and lower your total cost of risk, as well as empowering you as a buyer. This book is full of the newest, the best and most effective risk-management and insurance advice- all utilized by successful business leaders who aren't afraid to innovate and execute. Prepare yourself for proven powerful strategies that deliver.

ABOUT THE AUTHOR

Houston Harris has worked with more than 350 companies throughout his career. Businesses look to him to help make their insurance/risk-management programs better - better controls, better premiums, better protection, ease of use and faster claims. Houston's agency has received many industry awards and designations, including the #1 best-practices agency in the country as voted by 3,500 peers. Houston's industry knowledge has been quoted by the WALL STREET JOURNAL, CNN, FOX, ABC, NBC AND WORTH MAGAZINE. He serves an active role within Texas through various non-profits and industry associations.

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