

# DECLARATION OF INDEPENDENTS

## Lanie Raphael

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By Will Jones

Raphael began her insurance career in an operations role. Across more than 20 years in the industry, she has worked in risk management, product development, marketing and a higher-level operations position before moving to an independent agency in 2019 where she specializes in high net-worth personal lines.

She describes this career path as “a lattice,” which has enriched her career from all angles. In the high net-worth market, Raphael relies on this breadth of experience, as well as “rich and long-lasting relationships” with carriers, underwriters and clients.

### CAREER ADVICE?

Take advantage of opportunities in your organization to expand your knowledge in areas that you haven't had any experience in. Take a risk. Do something that is not directly in your lane. If you develop a breadth of knowledge in the industry, you'll be able to better serve your clients.

### WHY HIGH NET-WORTH?

The market has a complexity that I truly enjoy. It's not just about finding a standard product to solve a solution. You need to get creative and dig deep to find the right solutions. The other part for me is that it's about relationships. Most high net-worth clients truly value your advice and look for recommendations from you, the expert. They consider the holistic approach to their insurance and seek advice for ways to minimize their risk.

### CHALLENGES?

Talent is a key challenge, especially in the high net-worth industry. It's truly a niche industry. My experience is that not all candidates who are in personal insurance can easily transition. Someone with limited experience or who is completely new to the industry often has an easier ramp-up to learning high net-worth insurance because they don't have to try to unlearn everything else that they know.

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