



Brendon DeRouin

CLU® ChFC® RICP® LACP®

E4 Insurance Services

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As Chief Distribution officer of E4 Insurance Services (E4), Brendon DeRouin, CLU®, ChFC®, LACP® RICP® has created a team that is accountable to advisors, provides you access to knowledge, and recommendations you can trust. What this means to you is the ability to have a conversation on anything related to insurance and risk management. You differentiate yourself by expanding client services and offerings on issues that are important to your clients. Leveraging the E4 team, you gain speed, accuracy and additional planning steps to help protect your clients' interests. Brendon uses "Making Life Simple" as a gold standard for everything E4 does.

Early in his career, Brendon focused on acquiring his 7, 24 & 63 licenses and soon after, began a small retail sales practice before working with Insurance Services Group, Inc. (ISG). In 2006, as an advanced sales expert, Brendon took over the leadership and ownership of ISG and has focused on bringing more value to our relationships. Early in his time with ISG, Brendon realized that there is a huge need for the products our advisors provide and not enough implementation. He has found that he is able to make a greater impact talking to and through advisors than working independently. This tradition continues with becoming one of three Managing Partners with the 2019 merger of e4 Brokerage, LLC and ISG to create E4 Insurance Services, where the focus remains "Making Life Simple" for the advisors we support.

Brendon is a Past President of NAIFA-WI and NAIFA-Madison and currently a board member at large for NAIFA Wisconsin. Brendon enjoys spending time with his wife, Tracy, and their two children, Emma and Taydon, on their family orchard in New Glarus. Brendon maintains an active lifestyle through swimming, biking, running, hunting, CrossFit and anything involving time in the outdoors.

EDUCATION

- University of Wisconsin - Madison
B.A. in Finance