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ROBERT E. PETCOVE  
ADVANCED BENEFIT  
ADVISORS INC.

CEO FILE

## 'Client retention is 99.9 percent.'

### **PERSONAL INFORMATION**

**Name:** Robert E. Petcove

**Title:** President

**Company:** Advanced Benefit Advisors Inc., Philadelphia

**Type of Company:** Employee benefits brokerage/consulting firm

**Recent project:** Just saved our largest client \$ 1 million on their health-care renewal and increased benefits at the same time.

**Education:** BS in business administration from the University of Hartford with a major in insurance in 1991.

**First job:** Paper route delivery boy down the shore.

**Little known fact about you:** I'm a gadget guru.

**Home:** Cherry Hill.

### **BUSINESS PHILOSOPHY**

**Essential business philosophy:** Always doing what's in the best interest of our clients at all times.

**Best way to keep a competitive edge:** Continue to work past the point of reason until you understand all of the facts and options better than all other parties — combined with most competitive rates, outstanding technology and unsurpassed customer service.

**Yardstick of success:** Client retention is 99.9 percent. Because of our approach, we rarely lose clients. We're famous for getting the best rates and providing the best customer service.

**Goal yet to be achieved:** Become the biggest boutique employee benefits consulting firm in the tri-state area.

### **JUDGMENT CALLS**

**Best decision:** Building a "best practice" consulting firm based on solutions, technology and service that enhances our ability to be proactive in regard to our clients' needs, and puts us ahead of our competition.

**Worst decision:** Not being as disciplined in school as I am now. If I had had my current work ethic, I would have been a straight A student!

**Toughest decision:** To chip or putt.

**Mentor:** Jack Petcove, my father.

### **TRUE CONFESSIONS**

**Word that best describes you:** Passionate.  
**Like best about your job:** Being a solutions provider; using my extensive knowledge of the industry and local marketplaces to create and customize solutions for our clients' health-care needs.

**Like least about your job:** Hearing some of the horrible medical conditions that we deal with every day.



**The most important lesson you've learned:** By keeping clients on board 12-15 years, as we do, if you earn a smaller amount of money over a longer period of time, you'll make more money than other brokers who charge a larger amount of money and only keep the clients a few years. They always want to add clients—we don't.

**Life Motto:** Work hard; play hard.

**Greatest Fear:** Leaving this earth without finding a cure for Type 1 diabetes, which my son and millions of others suffer from.

**Person most interested in meeting:** Jack Nicklaus.

**Company you respect most:** My "honest" competitors.

**First choice for a new career:** Professional golfer — better keep my day job.

**Greatest extravagance:** Traveling.

### **ET CETERA**

**Award/honor most proud of:** Member of the Union League of Philadelphia, major donor co-chair for Juvenile Diabetes Research Foundation, New Jersey president for the Jewish National Fund.

**Most influential book:** "Who Moved My Cheese?"

**Favorite movie:** "Caddyshack," without a doubt  
**Favorite restaurant:** Mary Elaine's, The Phoenician in Scottsdale, Ariz.

**Favorite vacation spot:** Hawaii.

**Favorite way to spend free time:** Playing golf with my wife, father and son Matthew.

**Automobile you drive:** 2006 Range Rover HSE.