

# ROBERT VAN RIPER INSURANCE AGENCY, INC.

Located just outside of in North Jersey, Robert Van Riper Insurance Agency, INC. **specializes in both personal and commercial insurance.** Bob personally manages a growing client roster while partnering to expand his service range into health insurance, casualty, life insurance, and Medicare. **With nearly 800 active contacts, Bob uses Levitate to maintain meaningful, revenue-generating relationships.**

## Key Results & ROI

### Personalized Excellence

Through Levitate, Bob transitioned from manual marketing efforts to a **cohesive strategy of personalized email outreach and reputation management.** Levitate's ease of use, pre-built email templates, and campaign customization empowered Bob to secure new policies and rekindle relationships with former clients.

### My Google Reviews, I have 4.9 stars. That was all from Levitate, one hundred percent.

Bob Van Riper LUTCF,  
President

With automation options like birthday campaigns and Google Review prompts, **Bob now maintains top-of-mind awareness with less effort, allowing him to continue building his business while preparing for a lifestyle shift to semi-retirement.**

**9%** AVG  
REPLY  
RATE

**61%**  
AVG OPEN RATE

- Revenue Generation:** Secured a **\$1,700 life insurance sale from a former client** — this single sale paid for his Levitate subscription for a year.
- Increased email list size** from ~200 to nearly 800 quality, engaged contacts.
- Google Review Campaign Success:** Grew Google reviews with Levitate's help, achieving a 4.9-star rating.
- Rekindled relationships** with former clients who no longer lived locally, expanding his geographic footprint into Florida.
- Service Expansion Opportunities** identified via better client touchpoints (e.g., life insurance to commercial clients).

Robert Van Riper Insurance Agency, INC. has been with Levitate since 2020.