

Ahead of the Curve

Town and Country Plumbing, Incorporated is proof that service, quality, and professionalism pay off. Since its humble beginnings in founder Jerry Ulrich's garage, this plumbing, electrical, and water treatment contracting business has built a reputation for being the best. Today, Jerry's son Tim Ulrich serves as President. "We're an honest company and proud of our work," he said. "Word of mouth is big. When someone moves in and asks their neighbors who to call, they send them to us."

One of those neighbors is Tim's Federated Insurance marketing representative Gary Schaffer. "Tim and I basically grew up together," Gary said. "We met when I was a young marketing representative and he was helping his dad. Over the years, I've seen this business evolve and Tim transition from employee to partner."

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Tim Ulrich, President

As his responsibilities grew, Tim realized he needed to offer more competitive employee benefits. Shortly thereafter, his employees had access to an affordable, quality health plan from Federated. "It is important to offer health insurance because I want to keep my good employees," Tim explained.

"Town and Country is ahead of the curve when it comes to taking care of employees," Gary noted. "They've always offered benefit-rich plans with lower deductibles and prescription cards to attract and retain the best people."

Wanting to remain ahead of the curve, Tim turned to Gary for help when the Affordable Care Act (ACA) became law. "I'm not sure where I would have gone for information without Federated," Tim said. "We've had numerous conversations about ACA. Nearly everything I've learned has been through Gary."

"The Tim Ulrichs of the world don't have time to research ACA. They're busy running their businesses," Gary explained. "Whatever the new world of ACA is, Federated will support clients. We'll give Tim the best information to help him make the best decisions for his business and employees."

The duo smiled while admitting the first several minutes of every ACA-related conversation is usually spent catching up on family and sports. "Our relationship goes beyond business," Gary said. "It's more than just insurance."

"I've been working with Gary for 18 years and it's natural to trust him," Tim concluded. "Whenever we have questions, he's there for us. I can't pay enough for the personal attention I get. I love it."

Tim Ulrich and Gary Schaffer, his Federated Insurance marketing representative.

