

April Rey Boston Marsh

A Beloved Broker

Policy and industry knowledge in insurance brokering and the crucial traits of creativity and customer service are the hallmarks of a Power Broker®. But some Power Brokers have something a little extra, a special dose of pizzazz that has their clients reaching for ever more exuberant phrases to describe them.

Such is the praise lavished on Marsh's April Rey.

Her fans in this case are managers of family offices that handle the full spectrum of wealth management services for their clients.

"We love her," said a representative of a Boston-based family office. "She is the best representative we have ever had; she is fantastic."

"What I really like about her is her responsiveness. I have talked to her twice today for two different clients, and she thinks about things that I haven't thought about," another family office manager said.

Of the 14 families this office works with, nine currently work with Rey.

One of the families involved actually left Marsh years ago. This family office manager brought them back to Marsh and Rey was the reason.

"It's because I have been so pleased with what she's done with the rest of my clients," this wealth management professional said.

"I have been working with April for 10 years and she always goes the distance, regardless of how unique a situation it might be," added another family office manager.



Senior Client Advisor

Marsh, Boston

About Risk & Insurance® Power Broker®

Power Broker® is an annual selection of the most effective and influential commercial insurance brokers. In 2018, more than 150 individual brokers were selected as winners in 23 industry categories. The Power Broker® designation is awarded based on nominations provided by brokers and risk managers. Judges take into account the quality of the application and testimony from references in various industry sectors. Hundreds of risk managers and other risk executives were interviewed in the process of identifying and judging the nominees. Brokers were evaluated on their creativity in addressing risks in the past year, their demonstrated industry knowledge and dedication to customer service.