

FINE  
FEATURED  
BUSINESS



# at WORK

WITH ROB FORSYTHE OWNER & CREATOR OF FORSYTHE INSURANCE

*FORSYTHE*  
Insurance Services *Jr*



**Rob**  
FORSYTHE

WWW.FORSYTHE-INSURANCE.COM | (239) 393-4100

4500 EXECUTIVE DRIVE, SUITE 110 NAPLES, FL 34119



WRITTEN BY BRIAN RITZ

**FINE:** Tell us about yourself and your background, where you are from and what was your family like? Where have you lived in the country or are you originally from Florida? Tell us about your education or your work/professional background?

**Rob:** I was born in Indianapolis and lived in the area until my family moved to Naples in 1975. I went to 5-12th grade here in Naples and graduated from Barron Collier High School in 1983. After high school I started a lawn maintenance business and sold it three years later as I was just not suited to be in this Florida heat all the time. I then opened up a touristy gift shop on Ft. Myers Beach and managed/operated it through my college years. I went on to graduate from University of South Florida (USF) with a Bachelor's Degree in Business. I was then recruited by State Farm and worked with a local agent for the next 9 years. In January 2000 I opened up my own Independent Agency and have been working hard ever since. I was brought up with a strong work ethic by my parents and have enjoyed the journey as Naples has become more and more developed. I love to meet new people and help them understand

the important aspects of their insurance. I like to make my customers feel a sense of real trust in my knowledge and to feel comfortable knowing that we have worked together to arrive at the best possible solution to meet their needs and objectives.

**FINE:** How and when did you first have the idea to start Forsythe Insurance Services? What made you choose Naples for your location?

**Rob:** I opened my own Independent Insurance Agency in 2000 yet operated under a different name. Since I started on Marco Island, and because most of my referral sources were there, I decided that was the best place for my agency. I had always wanted to open in Naples someday and finally did in 2017. Growing up and living here for so long has always caused me to serve the fine people in the Naples area. I have never left Naples and continue to live in this beautiful paradise.

**FINE:** What products do you offer at Forsythe Insurance and what makes you unique or sets you apart from other insurance companies?



Homeowners Insurance



Condominium Policies



Auto Insurance Plans

**Rob:** Forsythe Insurance Services is a Property and Casualty agency offering Homeowners, Condominium, Auto, Boat, Personal Articles, Personal Liability Umbrella along with Commercial business. I got my start in Personal Lines and still enjoy it the most today. What makes us different? I offer an initial free Concierge In-Home Consultation. Agents do this for their larger Commercial customers, but I offer it to the residential homeowner. My objective is to develop trust and confidence and do it in an environment with no pressure. If I get the order for someone's Homeowners insurance, I want it to be because they have trusted me to protect their assets with a product I would sell to my mother.

**FINE:** Do you offer any special products for high-end homes or items?

**Rob:** I have several "A" rated companies who offer solid policies at a fair and competitive price for high valued homes that are close to the coast. This always allows us to shop out your policy should the pricing ever go up. With high value homes, there is usually a need to insure special items like jewelry and fine art collections. We are able to protect those for the homeowner.

**FINE:** Do you have plans to open more stores and any possible future locations?

**Rob:** Not at this time.

**FINE:** What are some of your favorite things to do in Naples?

**Rob:** I would like to do a lot more things than time permits because of work. My son is an 8th grader playing on a high school varsity golf team and this keeps my wife and I pretty busy. I love

to play as a family in the evenings and weekends while I continue to teach and watch him develop into the best player he can be.

**FINE:** What are some of your favorite restaurants in town and do you have any favorite food items?

**Rob:** There are so many really good restaurants here in Naples. I remember back in the late 70's and early to mid 80's there was hardly anywhere to eat in Naples and our family went to Ft. Myers quite frequently. Today, this isn't the case. We love to eat at the fabulous restaurants on 5th Avenue and 3rd Street. It's hard for me to say which one is my favorite, but I'd probably have to say that **Ocean Prime** is probably it.

**FINE:** Do you have any favorite charities?

**Rob:** We like to support the "Lucas Cup" which is a golf event run by Mark and Lisa Lye that raises money for Junior Diabetes, and "Under His Wings" which is a Christian organization that helps those who have gone off of life's path and need help finding their way back, usually as a result of drugs and abuse.

**Contact Information**

**ROB FORSYTHE**  
Insurance Services  
rob@forsythe-insurance.com  
www.forsythe-insurance.com  
239.393.4100

**Naples Location**

4500 Executive Drive, Suite 110 Naples, FL 34119

**Marco Island Location**

995 North Collier Blvd Marco Island, FL 34145