



FOR IMMEDIATE RELEASE: AUGUST 23, 2018

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### **Cat Liffner Named Outstanding CSR of the Year in Florida**

AUSTIN, TX (August 2018) -- The National Alliance for Insurance Education & Research has announced that [Cat Liffner](#) is the 2018 Outstanding **CSR of the Year recipient for the state of Florida!**

To qualify for this top state honor, **Cat submitted the winning essay on the topic**, “In today’s business environment, CSRs are finding that more work is required from a smaller staff pool. As a CSR, what four ways have you found beneficial in helping you accomplish work tasks while still providing excellent customer service? In short, how do you do more with less?”

Additionally, Ms. Liffner was selected for having demonstrated outstanding service and professionalism within the insurance community.

Cat Liffner, a **Personal Lines Insurance Account Manager, started her insurance career in 2006** and joined the team at Beck Partners Insurance in 2013. She is a licensed professional for all lines of insurance including home, auto, and life. She puts value in continuing to educate herself to stay current with all the changes that come with insurance. Cat is passionate about helping others, and her goal is to build long-term relationships with her clients by ensuring they receive the care, service, and protection they deserve. **She is known for her outstanding customer service and expertise** with personal lines insurance. She has even gone above and beyond to train the team internally on best customer service practices.

“Cat has been exceptional from day one. I receive constant praises from our clients on the care and expertise she provides daily,” stated Reid Rushing, President of Insurance at Beck Partners. “She inspires our team with her engaging energy and dedication to our clients. This is a well-deserved honor for her and I couldn’t be prouder to have her on our team.”

Cat has grown to be a **leader among her co-workers** by helping them through limitations and challenges that may be keeping them from achieving their goals. She has a special gift of connection that makes everyone feel that they are the most important person to her. She takes the time to **understand their needs, their concerns and follows through** with educating them on the coverage and expectations so they feel at ease. It doesn’t stop there. She embraces technology to help her serve her clients and actively looks for ways to become more efficient, so she can do more.

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“Cat Liffner was chosen as a state winner for exemplifying the characteristics and qualifications required to be eligible for the prestigious National Outstanding CSR of the Year Award,” stated Dr. William T. Hold, Ph.D., CIC, CPCU, CLU, President of The National Alliance. “She represents **the backbone of the insurance community, those customer service representatives distinguished for providing exceptional service** on a daily basis.”

Cat receives a framed certificate, embossed with the special Outstanding CSR of the Year bronze medallion symbol, and is now one of 28 individuals eligible for the national honor. The National Outstanding CSR of the Year Award carries a \$2,000 cash prize and a scholarship for the recipient’s employer to any program offered by The National Alliance. The national winner also receives a distinctive gold and diamond lapel pin cast with the Outstanding CSR of the Year emblem. Additionally, the winner’s name will be inscribed on a sculpture permanently displayed at the national headquarters in Austin, Texas.

For further information regarding the 2018 Outstanding CSR of the Year Award, contact The National Alliance, P.O. Box 27027, Austin, Texas 78755-2027; 800-633-2165; website: [www.TheNationalAlliance.com](http://www.TheNationalAlliance.com).

The full story and video can be found [here](#). Contact Maggie Whittemore at [mwhhittemore@teambeck.com](mailto:mwhhittemore@teambeck.com) or 850.477.7044 for any questions.

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Connect and protect: it’s what we do. Beck Partners creates innovative partnerships to forge successful futures. We do this with our fearless, agile, smart and transparent team of experts dedicated to our clients and their communities.

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