

AGUIRRE INSURANCE AGENCY, LLC

HOSTED BY

Utah Valley University
Orem SBDC



OWNER

Gladys Aguirre

NATURE OF BUSINESS

Insurance Provider

CITY

Provo

COUNTY

Utah

PHONE

801-400-7348

WEBSITE

www.insuranceprovo.com

BUSINESS STRUCTURE

LLC

DATE FOUNDED

May 2012

EMPLOYEES

3

SBDC BUSINESS ADVISOR

Eddy Yujra



Secret to Success

"I am a hard worker and I love helping people. I enjoy giving a good service to my clients. There is a difference between online agent and agent in insurance offices, and that becomes clear when you need your insurance, and the agent to help you is [me]."

-Gladys Aguirre

Aguirre Insurance Agency, LLC started in 2012 and currently is located in downtown Provo. Gladys Aguirre remembered how she started working for an insurance company, "I started my career in the insurance industry by cleaning an insurance agency in New Jersey. While cleaning the office a customer who didn't speak English came in and I was the only person who understood the client's needs and with my limited English I was able to assist the customer which encouraged my boss to hire me part-time with the agreement that I would continue cleaning the agency's office."

Then, Gladys worked for a few more years as a customer representative and as soon as she became a U.S. citizen she studied and received her insurance license. When Gladys came to the Orem SBDC she felt ready to start her own business. Gladys started by attending the Orem SBDC Business Essentials classes and writing her business plan. "I started the agency with nine other new agents at the district office. It was difficult to stand out among the crowd. I was 1 of 3 Hispanics and the only female. My clients found it difficult to use the district office, so I quickly took on the additional expense of starting my own insurance office," she explained.

Today Gladys Aguirre is the only Hispanic agent in the district and the only female insurance business owner. She made an strategic decision when she move out of the district office to have her own office in Provo. "I believe in part my success was accomplished by facing that early hardship of moving my office so my clients' needs could be met," she said.

"My first appointment with Mr. Yujra was remarkable because he supported my desire of becoming a business owner. He invited me to a business class and helped me to develop a business plan, and gave me orientation to start up my business."

-Gladys Aguirre

"Since the SBDC helped me to make my dream become true, I want to help others by referring them to the SBDC as well. When people see my agency and how successful it became it motivates them to explore the SBDC," she explained.

Also she added, "The best part of having my own business is to have time flexibility to take care of my family and give service to the community."