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# Paradigm™

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## Untapped

Primerus insurance defense firms  
eye the London market

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# Untapped

## Primerus insurance defense firms eye the London market

By Tom Kirvan

An eye-catching feature of the London skyline, the Lloyd's Building serves as the home of insurance institution Lloyd's of London.



**Kelsey Brudvig**  
Senior Shareholder  
Collins & Lacy, P.C.



**Christian Stegmaier**  
President & Senior Shareholder  
Collins & Lacy, P.C.

Christian Stegmaier and Kelsey Brudvig, attorneys with Collins & Lacy, are spearheading efforts to make greater inroads into the London insurance market on behalf of Primerus law firms.

Long recognized as the global hub for commercial and specialty insurance, London gave rise to Lloyd's of London more than three centuries ago, launching the capital city of the United Kingdom into its reign as the leading market for insurers that provide coverage for large, complex, and high-profile risks.

In recent months, a group of Primerus law firms has been meeting periodically to discuss ways to tap into the London

market, hoping to attract insurance defense business through a "one stop shopping" approach.

The collaborative effort was the product of a brainstorming session between a pair of attorneys from Collins & Lacy, P.C., a Columbia, S.C. law firm that provides defense work for insurance companies, businesses in the retail and hospitality industries, and clients dealing with professional liability matters.

Christian Stegmaier, managing partner of Collins & Lacy, P.C., and Senior Shareholder Kelsey Brudvig have spearheaded the effort to land more London insurance clients, utilizing the Primerus international brand as a major selling tool for member firms in the global alliance.

"This arose out of a brainstorming session that Christian and I had earlier this year on ways we can get deeper into the London market," said Brudvig, who practices primarily in the areas of retail



Generally known as the world's most famous clock, Big Ben is located at the north end of the Palace of Westminster in London.

and hospitality law and the professional liability sector. "We realized, at least as far as our firm is concerned, we had only tapped a fraction of a fraction of the London market that exists.

"So, Christian came up with the idea of involving other Primerus attorneys and law firms in our effort, to gauge their interest in being part of a group approach," Brudvig said. "He tossed out some names and soon after we got an email chain going to see who would be interested in exploring the possibilities."

Soon after, a number of Primerus firms responded with interest, according to Brudvig, setting in motion monthly conference calls to develop a strategy for capitalizing on the London insurance market.

Among the Primerus firms involved to date: Roberts Perryman P.C. of St. Louis, MO; Thomas Paschos & Associates, P.C. of Haddonfield, NJ; Degan, Blanchard & Nash,

PLC of New Orleans, LA; Lipe Lyons Murphy Nahrstadt & Pontikis Ltd. of Chicago, IL; Szilagyi & Daly of Hartford, CT; Ogden Sullivan Stover & Saar, P.A. of Tampa, FL; Donato, Brown, Pool & Moehlmann PLLC of Houston, TX; and, of course, Collins & Lacy, P.C.

"Working together under the Primerus umbrella, we can act as one very large law firm that allows insurance carriers to one-stop shop for their legal services," Brudvig indicated. "We believe that marketing ourselves that way will be appealing to insurance clients since they can have one main contact across a number of states and jurisdictions, eliminating the need to deal with multiple lawyers and law firms."

Brudvig, a University of Kentucky alumna who earned her juris doctor, magna cum laude, from Charleston School of Law, believes that the team approach could produce cost savings as well for potential clients who are accustomed to paying high

hourly rates from some of the nation's largest law firms.

"As a network of high-quality boutique firms, we can offer more affordable rates since we don't have the staffing and overhead costs of big law firms," Brudvig said, hoping that the lower cost factor should appeal to companies that operate within a heavily regulated industry like insurance.

New Jersey attorney Tom Paschos echoed the sentiments while also praising Brudvig for helping coordinate the Primerus effort.

"That's what makes Primerus so special – collaborating to get things done for everyone's benefit," said Paschos, the founder of a civil defense firm that bears his name. "I am looking forward to going to Lloyd's, hopefully in September, to further cement our relationships. We currently work with some of the underwriters of Lloyd's, but there is so much work that is

generated from Lloyd's that it is difficult to keep track of everything.

"CFC Underwriters is a key client for our firm, and they are writing more and more business in the U.S.," said Paschos, who earned a Master of Laws in Trial Advocacy from Temple University School of Law. "I know Kelsey will do a great job coordinating this very important opportunity for Primerus."

Lloyd's of London, founded in 1688, holds a venerable place in the annals of insurance history. Its inception traces back to a coffeehouse owned by Edward Lloyd, where merchants, shipowners, and underwriters congregated to discuss maritime ventures. These gatherings laid the foundation for what would become Lloyd's, initially serving as a platform for marine insurance. Over the centuries, Lloyd's evolved into a global powerhouse

of insurance and reinsurance, diversifying its offerings to cover a wide array of risks, including property, casualty, and specialty lines.

Its iconic underwriting room, known as the "Room," remains a symbol of the market's tradition of face-to-face negotiation and risk assessment, according to longtime observers of the insurance industry. Visitors can tour the iconic Lloyd's building in the City of London, marveling at its futuristic design and learning about the history and workings of the insurance market. The headquarters, located in London's main financial district, also is known as the "Inside-Out Building," based on its design of having the service pipes, ducts, and stairwells outside the main walls.

Not surprisingly, London's status as a global hub of the insurance market is

deeply intertwined with Lloyd's growth and development. The city's strategic location, historical maritime stature, and renowned legal system contributed to its emergence as an insurance center. Which is why Brudvig and Stegmaier of Collins & Lacy believe strongly in the potential benefits that can be gained by teaming with other Primerus firms in a collective attempt to lure more business from overseas.

"The best type of networking we have is networking with each other, presenting all of the (insurance defense) firms in Primerus as one major law firm," Brudvig said. "By marketing ourselves that way, it will give the decision-makers in London the information they need when they are looking for a law firm in New Orleans or New Jersey or wherever, and the type of high-quality legal representation they will get." P



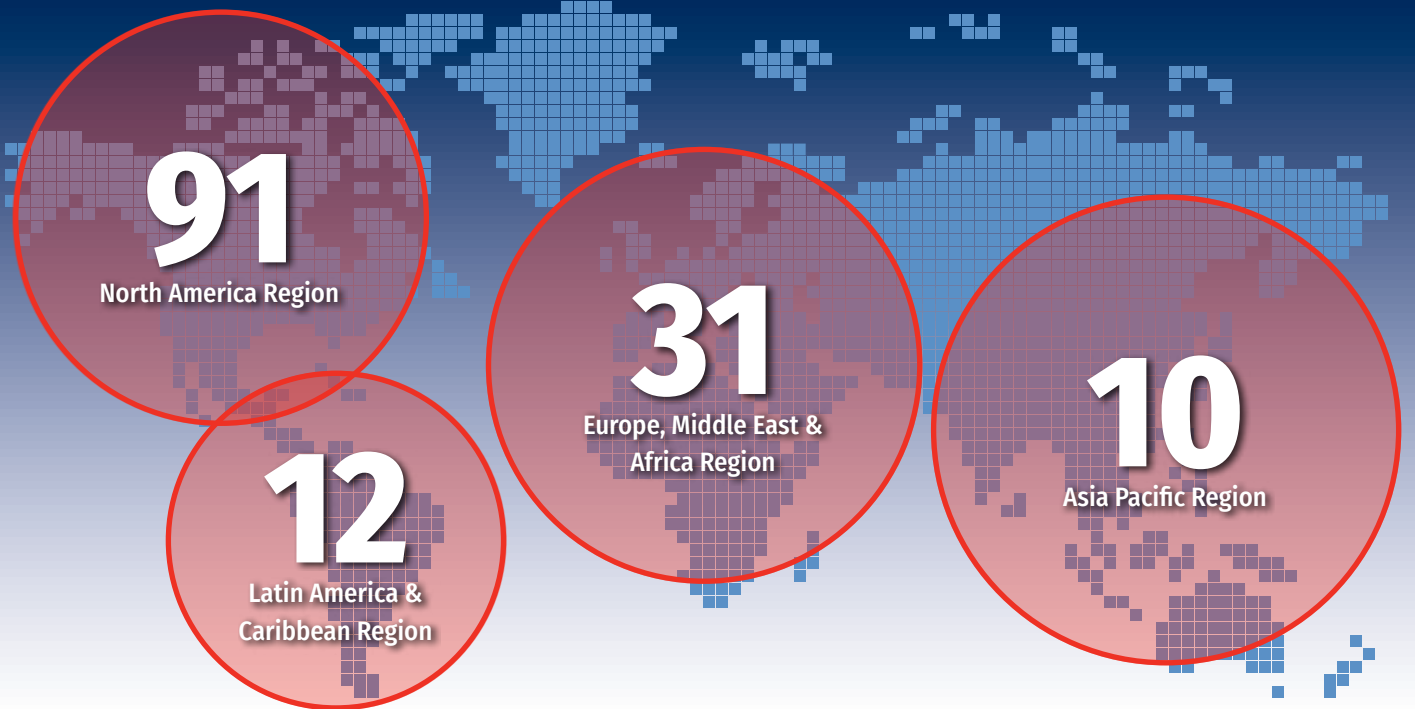
The Tower Bridge crosses the River Thames near the Tower of London.



Thomas Paschos  
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