

meet  
*Mark Frinell,*  
Managing Advisor at  
Frinell Risk Advisors



For our October issue, we share an enlightening interview with Lake Oswego resident and local business owner Mark Frinell, Managing Advisor at Frinell Risk Advisors. Fifteen years ago, Frinell made a life-changing

decision to leave a stable, comfortable job at one of the world's largest insurance brokers to join an early-stage local independent agency as a principal owner. "After several years working for some of the largest global brokers, I made the decision to leave that environment to join one of the smallest insurance brokers in Insurance Partners, now known as Frinell Risk Advisors," explained Frinell. "It's been a lot of work, but I couldn't be prouder of the company that my team and I have built."

Now, 28 years into the industry, Frinell has firmly established his team as one of the most trusted advisors in the business. They have a true passion for working with businesses and individuals to help them manage their risk. "The insurance industry often gets a bad rap, but there is a tremendous amount of good that comes of what we do," said Frinell. "In times of need, a very well-constructed insurance program can be incredibly helpful and provide a great deal of comfort and financial relief to our clients."

We asked Frinell to describe his clientele, to which he replied, "75 percent of my firm's business is commercial property and casualty. For example, we work with a lot of local manufacturers, wholesale distribution companies, commercial property owners, and professional services firms. The other 25 percent of our book of business is personal insurance. Working with individuals and families on insurance programs like homeowners, auto, boat, valuable articles, and umbrella policies."

Frinell Risk Advisors has a team of nine insurance professionals providing client sales and service responsibilities out of an office at 2 Centerpointe. "I have been very fortunate to attract a high-quality team of nine very hard-working, dedicated professionals that enjoy each other and our clientele. We all come to work every day with a mission to get it done. I say it all the time, I love our team!" Frinell said. Frinell went on to explain that at the start pandemic he sent his colleagues home to work remotely, but he continued to come into the office. "Someone had to keep the lights on," he joked. "But the thing that continues to impress me is -- even with a very flexible work environment -- most everyone chooses to come work from our office. I think that is a real testament to our corporate culture. Something we work very hard at."

According to Frinell, what he believes sets his firm apart from other insurance brokers is its relationship-based model with clients. "We strive to be so much more than an insurance provider. We view our role as a trusted advisor to our clients with a stake in their well-being," he explains.

In addition to being coverage specialists, the team at Frinell Risk Advisors takes their role of understanding their client's business and/or personal risk very seriously. This is accomplished through a thorough discovery process. For their commercial clients, they go to great lengths to understand each business, its unique risk factors, and risk tolerance levels. On the personal side, the Frinell Risk Advisors team takes a similar approach in working to comprehend the



particular risk portfolio they need to protect. “As most insurance policies renew annually, we strive to connect with each of our clients in advance of the renewal window to discuss what’s happening in the insurance marketplace that may impact their renewal terms and what might have changed in their lives, personally and professionally,” said Frinell. “We are very process driven, curious by nature, and diligent about keeping our clients properly protected.”

We asked Frinell how he got involved in the insurance industry. With a degree in Journalism from Washington State University, a career in insurance was not on his radar initially. “After preparing to become a journalist throughout college I realized upon graduation that perhaps it wasn’t my true calling,” commented Frinell. “So, I responded to a newspaper ad for a sales position with an insurance company as a marketing representative. For two years I called on insurance brokers to sell our products and determined I was on the wrong side of the desk! In retrospect, it was absolutely the right decision for me. I’m blessed to truly love what I do professionally”.

Outside of work Frinell enjoys spending time with his wife of 21 years, Rebecca, and their two children, Amy and Tanner. Amy, a Lakeridge graduate, is currently a sophomore attending the University of Arizona, majoring in criminal justice with the hopes of going to law school someday. Tanner, a senior at Lake

Oswego High School, is an avid golfer with aspirations to play golf collegiately following graduation.

When Frinell needs to recharge his batteries, he enjoys traveling with his family. He described a cathartic experience in 2016 on a trip to Italy where he truly unplugged, leaving both his laptop and phone behind. “That trip was life-altering for me. To experience a different culture and to be in such a relaxed environment gave me a whole new perspective on life,” expounded Frinell.

In conclusion, we asked Frinell to share some of his favorite things about living in this community he has called home for the past ten years. “My wife and I did not grow up in the area, but we are so grateful to have landed here. We cherish the friendships we have developed, appreciate the ease of lifestyle – my commute is all but five minutes – and I love having a local business in this incredibly special community.”

The Frinell’s love supporting local businesses and can frequently be spotted around town at some of their favorite eateries – Baird’s on B and Momo Sushi, just to name a few – and are also regulars at the Farmer’s Market and strive to never miss a Hot August Night!

If you’re interested in learning more about Frinell Risk Advisors, please visit their website at <https://frinellrisk.com>. To make an appointment at their office, conveniently located at 2 Centerpointe Drive, call (503) 210-2301 or email [mfrinell@frinellrisk.com](mailto:mfrinell@frinellrisk.com).