

Top Area Employee Benefit Consultants

(RANKED BY 2015 WEST MICHIGAN BENEFITS REVENUE)

	Top W. Mich. Executive(s)	2015 2014 W. Mich. Benefits Revenue	No. Of W. Mich. Benefits Employees	No. Of Companies To Which Services Provided	No. Of Licensed Benefits Agents Or Consultants	Sell Insurance?/ Investment Services?	Compensation: Commissions Or Fees Or Both?	Services Provided	
1	Lighthouse Insurance Group Inc. 4808 Broadmoor Ave. SE Kentwood 49512 p (616) 698-7373 f 455-9488 lighthousegroup.net	Thomas Helmstetter Geoffrey Widlak EJ Pearson	\$10.58M \$9.69M	52	1,800	44	Y N	Both	Employee benefit consulting services, wellness programs, compliance consulting HR support, outsourcing and claim advocacy
2	Berends Hendricks Stuit Insurance Agency Inc. 3055 44th St. SW Grandville 49418 p (616) 531-1900 f 574-3317 bhsins.com	Steven Olson Zackery Vandenberg	\$6.70M \$6.00M	28	DND	28	Y Y	Both	Technology solutions, ACA, payroll and tax solutions, wellness, HR solutions, medical, Rx, stop loss, FSA and HSA, life, dental, vision, AD&D, LTC and LTD, STD, voluntary, Medicare
3	44North 515 E. Division St., Suite 135 Rockford 49341 p (855) 306-1099 f 306-1098 44N.com	Brian Cote John O'Connor	\$5.53M DND	DND	DND	DND		DND	DND
4	Varipro 2959 Lucerne Drive SE Grand Rapids 49546 p (616) 285-2480 f 285-9965 professionalbenefits.net	Karynn Sikkema Tom Gottlick Dawn Reynolds Tamiea Palmer Howard Lancaster	\$5.13M \$4.50M	40	200	9	Y N	Both	DND
5	Mercer 200 Ottawa Ave. NW Grand Rapids 49503 p (616) 233-4350 f 233-4309 mercerc.com	Mick Young	\$4.30M \$4.40M	10	28,000	10	Y Y	Both	Employee benefits, health benefits administration, retirement plan administration, pension risk management
6	Gallagher Benefit Services, Inc. 300 Ottawa Ave. N.W., Suite 301 Grand Rapids 49503 p (616) 233-0910 ajg.com	Bryan Hirn	\$3.50M \$1.70M	12	214	4	Y N	Both	Health and welfare consulting, retirement consulting, voluntary benefits, HR and compensation, executive benefits, multinational benefits, exchanges, wellness, compliance consulting, communications
7	USI Insurance Services LLC 333 Bridge St. NW, Suite 400 Grand Rapids 49504 p (616) 288-4100 f 288-4135 usi.biz	Jim Dawdy	\$2.80M \$3.00M	9	DND	9	Y N	Both	DND
8	Edify North 235 Central Ave. Holland 49423 p (616) 494-8862 f 494-8888 edifynorth.com	Mike Hill Sara Julius	\$1.80M \$1.40M	12	DND	3	Y N	Both	Full-service employee benefits consulting firm with a focus on health risk management
9	Beene Garter LLP 56 Grandville Ave. SW, Suite 100 Grand Rapids 49503 p (616) 235-5200 f 235-5285 beenegarter.com	Thomas Rosenbach	\$1.60M \$1.50M	12	DND	DND	N N	Fees	DND
10	Hungerford Nichols CPAs + Advisors 2910 Lucerne Drive SE Grand Rapids 49546 p (616) 949-3200 f 949-7720 hungerfordnichols.com	Rick Chrisman Carla Grant	\$825,000 \$808,000	70	60	0	N N	Fees	Audits of benefit plan financial statements, preparation of Forms 5500 and 990 and benefit plan design consultation
11	HNI 140 Monroe Center NW, Suite 200 Grand Rapids 49503 p (616) 264-3001 hni.com	Jim McKinley John Rogers Randy Phelps Nathan Steffen	\$608,000 \$320,000	7	40	4	Y N	Both	Innovative plan design, HR and legal resources, engagement strategies
	Acrisure LLC (Acrisure Benefits Group) 5664 Prairie Creek Drive SE Caledonia 49316 p (616) 541-1500 f (800) 847-3129 acrisure.com	Greg Williams Andrew Schutt Jim Alton Meg Goebel Bill Wesley	DND DND	11	300	10	Y Y	Both	DND
	Aon PLC 50 Louis St. NW, Suite 200 Grand Rapids 49503 p (616) 456-5366 f 456-7451 aon.com/grandrapids	Jon Snead Lynn Jekkals	DND DND	16	DND	16	Y Y	DND	Health and benefits, retirement and investment, talent and rewards, HR operations
	Crosby & Henry 590 Cascade West Parkway SE Grand Rapids 49546 p (616) 942-5480 f 942-0346 crosbyhenry.com	Jamie Crosby John Karle Ellen Miller	DND DND	4	DND	4	Y N	Both	DND

The Grand Rapids Business Journal list of top area employee benefit consultants/administrators, ranked by 2015 West Michigan benefits revenue, is the most comprehensive available. The list is based on responses to Business Journal surveys. The Business Journal defines "West Michigan" as Allegan, Kent, Ottawa and Muskegon counties. The Business Journal surveyed 86 companies; 27 returned surveys and 14 are listed. To be considered for future lists, email rwatson@grbj.com. DND = Did not disclose