

# Case Study:

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## A New Playbook: Fuad Reveiz's Move from Football Star to Insurance Pro





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Fuad Reveiz

Success is built through teamwork, discipline, and the guidance of great coaches. Whether Fuad Reveiz was kicking field goals in the NFL or building momentum in insurance agency ownership, a few constants have shaped his journey: strong relationships, trusted mentors, faith, and a winning mindset.

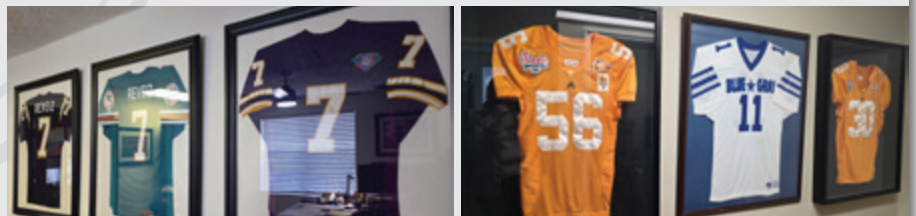
### **From Childhood Dream to Reality**

These days, Fuad is the founder of Global Insurance Group, but most people know him from his time as a football star. Fuad Reveiz was born in Colombia, where his mother worked for the American Embassy. When he was 11, his family moved to Florida. After high school, the University of Tennessee offered him a football scholarship. “They took a chance on me and I was fortunate enough to start my first season there in 1981,” says Fuad.

Fuad went on to become a football legend, playing for the Miami Dolphins, the San Diego Chargers, and the Minnesota Vikings. He set an NFL record at the time with 31 consecutive field goals.

“I went from being a young kid growing up in Miami, idolizing the Dolphins, to having the jersey on, playing with the team, and seeing all the guys that I admired so much from afar, now on the sidelines. It really was a dream come true,” says Fuad.

His parents were proud, too. “I bought my parents a satellite dish,” says Fuad, describing one of the big “monster” dishes used at that time. His parents still lived in Miami, so he was able to spend time with them while in his home state, but he wanted to make sure his parents could view all the games when his team was playing road games. “It was a really special time.”





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### From Injury to Pro Bowl

Unfortunately, Fuad suffered a thigh injury, and after spending a year in injured reserve with the Dolphins, he went to the San Diego Chargers, where he stayed for a few games, before landing with the Minnesota Vikings, where he found his groove again and excelled as a pro for seven years.

“Playing for the Vikings was an amazing experience,” says Fuad, who found both the people in Minnesota and the franchise itself to be welcoming. “I really enjoyed it. I thought going from Miami and San Diego to such a colder climate was going to be a really big change, but actually it was the opposite. It teaches a lot about your resilience and what you’re able to accomplish.”

In 1994, Fuad made the Pro Bowl, the NFL’s annual all-star event. “That was really one of my big highlights because I’ve always wanted to play until my sons and my daughter knew what I did for a living. I was very fortunate that when I was at the Pro Bowl my sons were on the sidelines with me,” says Fuad. “I put them on the sidelines. And do you know how the kickers warm up on the net? Well, they were holding the football for me on the net. And that was really, truly special.”

### From Cleats to Coverage

After retiring from football, Fuad went into broadcasting, spending eight years with ESPN. He eventually left because he wanted to spend more time with his kids. He then moved into construction, but when the recession hit, his business suffered along with the rest of the economy. In 2009, he decided it was time for something new.

“I went into the insurance business, and it really was a big transition,” says Fuad.

It may have been a big change, but looking back, it was definitely the right move. “I absolutely love that it’s a relationship-based business,” Fuad says.

That philosophy extends beyond clients. Fuad says he’s especially proud to run the agency alongside his wife and daughter, calling it an honor to build a business together as a family.

“I’ve had the amazing privilege of working with my daughter, Bryanna, who serves as our President, and my wife, Marleyn, our CFO,” Fuad says. “The support of family members in those two critical roles has been instrumental to the development and growth of our agency. That’s the one thing I tell our new producers: if you’re a people person and you care about people, this is for you.” Fuad added, “I am incredibly blessed to have an amazing staff that deeply cares for the wellbeing of our insureds. Without them and the concern they display daily for our insureds, we could have not grown the way we have, nor could we have had the retention rate we have.”

His focus on people has paid off with a 93% retention rate.



Fuad and Marleyn Reveiz



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### From Touchdowns to Trust

“We have a pretty neat niche,” says Fuad. His agency specializes in construction, so he’s able to put his construction background to good use. He also serves the Hispanic market, something that’s easy because he’s bilingual and so is everyone on his team.

“We insure a tremendous number of general contractors and small subcontractors with a heavy niche in the Hispanic market,” says Fuad. “We’re able to answer the phone and discuss every question in Spanish.”

That’s important because many of his clients have a lot of questions. “Insurance is somewhat complicated in the commercial space and people don’t want to figure it out by themselves,” says Fuad. “We’ve found that when we’re more ingrained in their business, holding their hands through the process of audits and claims, they’re not going to leave.”

### Winning with a Talented Insurance Network on His Team

Fuad’s talent and commitment helped him succeed in his football career, but he also gives credit to the coaches who pushed him to improve. “If it wasn’t for those mentors I would have never made it 11 years in the National Football League,” Fuad says.

“There’s just no way.”

Fuad has also leveraged support and mentorship in his insurance career.

When Fuad first opened his agency, carriers weren’t interested. “When I started pursuing markets on my own,



Fuad Reveiz with Angela Shelton, Smart Choice Territory Manager/TN

I got a lot of laughs from carriers I will not name,” he says. “Now those same carriers want to come into our shop and I’m happy to politely decline them.”

Fuad can be discerning because he has all the carrier access he needs through the Smart Choice network. Fuad knows his clients are loyal to him because they trust him, and he’s loyal to Smart Choice for the same reason. He can count on Smart Choice for access to top carriers serving the construction sector, and he can also call for help whenever he needs guidance with a tricky placement.

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