

Hard work, a determined attitude and a great staff equals remarkable achievements for Martha Serna

Martha Serna is a hard worker. For many years while she was building Serna Insurance from the ground up, she was also a flight attendant with Continental/United Airlines. Since founding Serna Insurance in October 2001, Serna, together with her husband Pete, has grown the company to include offices in three cities, Houston, Albuquerque and San Antonio and over thirty employees. In 2014, the Houston Business Journal named Serna Insurance the number one Best Place to Work in Houston, in the small company category.

The story of Serna Insurance began many years ago when Martha and Pete met while working in the insurance industry in Albuquerque, New Mexico. "He was a sales rep for Liberty Mutual and I was a claims adjuster. After getting married, we decided to move to Houston in 1990 for economic reasons. Pete transferred with Liberty Mutual and I became a flight attendant for Continental Airlines. Pete was one of the top agents in the country at that time."

Fast forward to September 2001. The airline industry was reeling from the terrorist strikes on the World Trade Center. At the same time, the Houston mold crisis caused some insurers, including Liberty Mutual, to get out of the homeowner policy business. When Continental offered Serna full benefits and seniority accrual to take a leave of absence, she jumped at the opportunity.

"Pete mentioned to me that I should open my own agency so that he would have a place to send his homeowner policy business. I didn't think much about it. I got my general agent license, created a corporation, and got a contract with the only insurance company at the time that wanted to write homeowner business in Houston. Right away, I developed strong relationships with various mortgage brokers and realtors around town and got a contract with every available insurance company so as to offer my clients as many options as possible," recalls Serna.



Martha Serna (center) with sales agents Karen Sanchez and Jorge Cisneros

Serna Insurance took off and three months later, Serna realized she needed to hire staff and rent office space. In 2004, Pete retired from Liberty Mutual, after 20 years of service, and joined Martha at Serna Insurance. "At that point, I went back to my flight attendant position and flew with Continental, which later became United, on the weekends for several years. I finally retired from United after reaching 20 years and now I simply focus on Serna Insurance full time," said Serna.

Serna attributes her success to hard work and an excellent staff. "From day one, Pete and I worked diligently, striving hard to be the best. We hire a positive staff of people who are empathetic to others and take good care of our customers. We have great relationships with hundreds of carriers and are able to find each of our customers the very best coverage at the very best price."

Local resident Page Cherry spoke glowingly about Martha and said, "She is always the first one to step up when it comes to helping out with different events in our community. She never ceases to amaze me. She is one of the most hard working and giving individuals I have ever met. I always smile when I think of Martha because she is so positive and always has such encouraging things to say."

Serna's friend of 17 years, Lee Ann Kendrick echoed Cherry's thoughts and said, "Martha is the most generous and genuine person I know. My niece and my son both work for Serna Insurance and they think the world of Martha."

Serna is currently helping to plan the fifth annual Autumn's Dawn Golf Tournament, to be held on April 10, 2015. Serna Insurance is a co-sponsor of the tournament.

Serna Insurance offers personal, auto, property, commercial, life and flood insurance. Serna Insurance is located at 9232 Will Clayton Parkway in Humble. For more information on Serna Insurance, go to www.sernainsurance.com or call 281-812-9775.



Martha Serna, Owner



Serna Insurance Agency

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