

Pete Serna: The Irresistible Power of Performance

Pete and Martha Serna have been married for 25 years and have also managed to build a thriving insurance practice together along the way. The pair established the Serna Insurance Agency in 2001 and have grown the company to include offices in three cities: Houston, Albuquerque and San Antonio, and they employ over 30 employees. In 2014, the Houston Business Journal named Serna Insurance the “Number One Best Place to Work in Houston” in the Small Company Category.

Pete started working in the insurance industry straight out of college, but his dedication to hard work and positive energy began much earlier. He attended Eldorado High School in Albuquerque, where he was a star athlete and later received a full scholarship to the University of New Mexico.

After finishing college, Serna hired on with Liberty Mutual, where he quickly became one of its top producers. Serna’s college friend, Robert Scaletti, spoke of his success and said, “Pete

is a very driven person. He’s not interested in the negative. He looks at the positive and surrounds himself with people who have a positive, successful outlook on life.” Pete says his personal philosophy has always been to “just work hard; there are no free lunches.”



Martha and Pete Serna

Pete now sits on the advisory committees of Allstate, State Auto and Homeowners of America.

Gerald Ladner, Regional President, State Auto Insurance Companies, spoke of Serna’s skill with building long-lasting, successful client relationships.

“Pete has built a wildly successful risk-management and insurance practice by institutionalizing a ‘customer first’ mindset throughout his entire organization. He is a rare leader who understands the importance of earning

customer loyalty,” said Ladner.

“From day one, Pete and I have 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 over 50 carriers and are able to find each of our customers the very best coverage at the very best price,” said Martha.

Serna said his goal for Serna Insurance is to be a low-cost, high-value carrier providing a superior customer service experience.

The Sernas have two sons who work with them at the agency: Jesse works at the Office in Humble and attended UNT, and Nicholas just recently graduated from University of New Mexico and is studying to take his exam to become an agent in the Albuquerque Office.

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, visit sernainsurance.com or call 281-812-9775.



OWNER

Pete Serna



*Serna Insurance
Agency*

OPENED DOORS:

2001

FAVORITE QUOTE

“Work Hard, Play Harder”