



# Van Carlson

Risk Management Expert

Van Carlson is the Founder & CEO of SRA 831(b) Admin and has over 25 years of experience within the risk management industry. With a steadfast commitment to empowering trusted advisors and entrepreneurs through innovative risk solutions, Carlson has been a guest on more than 75 podcasts in a myriad of industries and has presented at conferences across the country. Carlson has also spearheaded SRA to new heights, earning a spot on the Inc 5000 among other prestigious awards. Prior to founding SRA, Van ran his own property and casualty firm for 15 years and was awarded

Presidents Council's and other top-performing achievements during his tenure as a P&C Agent. In 2008, he saw the Great Recession hit his commercial business clients hard, and just like them, he was also affected by the sharp downturn in our economy. During this time, he realized there must be a better way to manage risk overall. From that desire to improve business operations for both himself and his clients, along with his extensive background in insurance, risk management, and finance, a mission to educate others about 831(b) Plans began and continues.

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## SIGNATURE TOPIC

As the insurance market continues to harden, small to mid-sized businesses are increasingly seeking alternative risk mitigation strategies, such as 831(b) Plans. An 831(b) Plan can cover specific risks that are underinsured or uninsured by traditional insurance, this includes data breaches, third-party interruption, dispute resolution, supply chain, warranties, and more. Business owners can use 831(b) Plans to set aside pre-tax dollars for future growth and mitigate risk. These strategies are utilized by nearly every Fortune 500 Company, and are now available to small-to-midsize businesses to help protect what they work so hard to build.

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