



Tony DaRe, CEO & Agency Principal

CEO & Agency Principal at BSI Corporate Benefits, Tony serves as the chief negotiator and is tasked with leading the BSI Team through current client renewals as well as new client implementation. Tony has worked in the Insurance Industry since 1995 (age 17). Prior to founding BSI in 2003, he spent 8 years working on the carrier side, which provides a distinct advantage in dealing with Insurance company representatives, including underwriters, sales reps, executives, enrollment and claims management, and customer service. He has worked for both Geisinger Health Plan (1995–2000) and University of Michigan M-Care (2000–2003). Now

in its 13th year, BSI represents over 100 clients in 32 states, including such high-profile clients as:

- Detroit Venture Partners – General Partner Dan Gilbert is the owner of Quicken
- Loans and the majority owner of the Cleveland Cavaliers
- Lehigh Valley IronPigs – Triple-A Affiliate of the Philadelphia Phillies
- Lehigh Valley Phantoms – Affiliate of the Philadelphia Flyers
- Detroit Manufacturing Systems (DMS) – Tier 1 Auto Supplier and joint venture with Ford Motor Company, created in 2012 with its first client as Ford Motors
- LifePath, Inc. – Non-profit organization providing services to people needing specialized support

Tony has utilized his expertise in Group Health Insurance to successfully nurture BSI into one of the premiere Employee Benefits Specialist firms in the nation with offices in Detroit, MI, and Bethlehem, PA. Conducting seminars and educational conferences, Tony works with industry professionals to better educate them on the ever-changing Health Insurance market, including Health Care Reform compliance and Consumer Driven Health Care. He has held his Life, Accident and Health licenses since 1996 and is licensed with over 50 carriers nationwide. A dedicated community leader, Tony is an active leader on local councils, boards and government and health committees as an expert Employee Benefits Consultant and volunteer.

Tony is a graduate of Wilkes University with a degree in Business Administration. He currently resides in Easton with his wife and 3 children.