



Elite BEAT

Russel Lazega of Florida Insurance Advocates: Aspirin for Insurance Claim Headaches

BY BARI AURBACH

PROVOCATIVE QUESTIONS FOR PROVOCATIVE PEOPLE



RUSSEL LAZEGA

Q: When it comes to insurance cases, why is Florida Insurance Advocates known for ensuring positive outcomes as their policy?

RL: We've handled thousands of insurance cases across the state from county courts to the Supreme Court of Florida. Most of our attorneys have a strong background in the insurance industry and understand first-hand how insurance companies think. It's valuable experience that we now put to work for the insurance consumer.

Q: What "expertise" does the firm provide?

RL: Basically, our clients include anyone having a problem with an insurance company — mostly homeowner's insurance claims, accident/injury cases, life/health insurance claims, worker's compensation and medical collections. We've also published several nationally distributed books on insurance law covering automobile, property and workers compensation; and regularly testify before both the Florida House and Senate

Insurance Committees on key insurance reform issues. We even teach insurance law seminars to other lawyers.

Q: How would you define your firm's philosophy?

RL: We're the aspirin for when your insurance company is giving you headaches. Too often people get caught up in the insurance claim run-around only to get frustrated and quit. We provide a team of fifteen lawyers in five cities to help guide our clients through to the finish line of this process. The strength of that team is that it includes lawyers who have literally written the book on PIP insurance law, workers' compensation law, and Florida insurance practice. We also train insurance companies in the claims process.

Q: How do you take excellence to "excess"?

RL: From modest beginnings in 1998, we've expanded to become one of South

Florida's larger law firms — yet we've never lost our small-firm spirit and youthful energy. We litigate major PIP and insurance cases as far as the Supreme Court of Florida but still keep a fun, casual atmosphere in the office and a steady flow of bagels and java at the work desks. I truly believe that people who like what they do project that positive energy on their clients.

Q: When would someone need to have your firm involved?

RL: With storm season upon us I'd say, "Know whom to call **now**." For storm and flood claims, we keep a response team and backup systems ready to go so that we can get right to work immediately after a catastrophic event, and case evaluations are always free.

For more information about Florida Insurance Advocates, call 305-981-9055 or visit lazegalaw.com