

Where it Rains, it Can Flood

Flooding is the most common and costly natural disaster in the United States, and it can occur almost anywhere.

Flood Insurance

1st Direct Insurance was founded by insurance professionals, each with 20+ years of insurance experience, spanning flood administration, claims, underwriting, and audit services.

- ✓ Licensed in 50 states plus DC
- ✓ Portfolio or Single Risk Evaluation/Assessment
- ✓ NFIP/Write Your Own Flood Insurance
- ✓ Private Flood Insurance
- ✓ Excess Flood Insurance
- ✓ Residential, Commercial, Renters & Condo Flood options
- ✓ Contents Inventory & Evaluation Tools
- ✓ Partnered with the best to bring the best to you

Why Us?

At 1st Direct, we offer our perspective and insight to help our clients make informed, well-thought out decisions. We spend the necessary time with our clients to ensure they are equipped to make the best strategic decisions.

In a commoditized financial product world, we differentiate through our focus on customer service and our product expertise, enabling our clients to achieve their risk management objectives.



Agency Partnership

Begin a Lasting Partnership With 1st Direct

As an agent, your time is too valuable to spend quoting the occasional flood policy. That's where 1st Direct can help. As The Flood Authority, we know how to navigate through the complexity of flood products to ensure you have the best solution for your policyholders. 1st Direct is a flood-focused agency, specializing in placing flood policies nationally across both the NFIP program and the private flood insurance market. Connect with us today to find out how we can assist you in providing this valuable protection.

- ✓ Individual Risk Assessments
- ✓ Portfolio Review
- ✓ Flood Map Change Monitoring
- ✓ Agency Portal
- ✓ Education & Resources
- ✓ Risk Transference - Protect your E&O
- ✓ Coverage Available in 49 states +DC
- ✓ We write where and what you don't
- ✓ Transparency
- ✓ Claim Support

Choose the type of service that works best for your agency



Direct to Policy Holder

No worries

We will handle everything for you and your customer & keep you looped in at all times.



Direct to Agent

We get it

Your customer/your relationship. We will provide everything to you and support you every step.



Direct Resource

You like being hands on

We provide the tools and the products. You determine what's best for your client and write it your way.



Direct to Policy Holder | Full Service

- ✓ You put us in touch with the client and we contact them directly
- ✓ Your brand remains in front of your policyholder
- ✓ We handle everything for you and your customer
 - Analysis & Quote
 - Premium Collection
 - Policy Issuance
 - Claim Support
- ✓ We take on the risk



Direct to Agent | Teamed Service

- ✓ You are the direct contact with policyholder at each step
- ✓ We work for you on the back end for analysis and policy issuance
- ✓ We're available with expert support when you need it
- ✓ Shared risk



Direct Resource | A Path to What You Need

- ✓ We provide you with access to various markets
- ✓ Self-serve tools



Linda Sullivan
President & CEO

Linda A. Sullivan is the president and founder of 1st Direct Insurance and of Administrative Strategies, a certified woman-owned business. Linda uses her thirty-plus years of insurance industry experience to build an organization that creates unique and effective business strategies and solutions.

Linda has held various leadership positions, serving as Chief Financial Officer for a nationwide insurance adjusting company. As CFO, Linda oversaw the accounting, budgeting, finance, financial reporting, insurance, tax, treasury, business planning, and human resources functions. In addition to her financial responsibilities, she played a pivotal role in the company's growth through the years by overseeing the strategic planning process and continuous improvement of the business control environment, processes, policies and procedures.

Ernest & Young recognized Linda's entrepreneurial skills in 2017 as an EY Entrepreneur of the Year (EOY) finalist in the Ohio Valley Region, and again in 2018 as a winner of the EY Entrepreneur of the Year (EOY) Midwest Region. Her company was recognized in 2018 by Indianapolis Business Journal as one of the 25 fastest growing companies in the Indy region (#2) and the Women's President's organization recognized Administrative Strategies as one of the 50 fastest growing women run businesses in the United States in 2017 & 2018.

Linda earned an MBA from Indiana University's Kelley School of Business, and a Bachelor of Science Degree in Accounting from University of Phoenix. In addition, she is a graduate of the Dartmouth Tuck School of Business-WBENC Executive Management Program, and University of Chicago Booth School of Business Executive Education Program. Linda is a board member and Treasurer of the National Flood Association (NFA).



Louis Sterchi
Operating Partner

Louis Sterchi is an operating partner at 1st Direct. He is focused on business development across both the flood and the commercial agency side. Louis began his insurance career out of college, working in the reinsurance sector in London and Bermuda for Catlin (now Axa). Currently, Louis is the Managing Member of Quiet C, a Holding Company that owns and invests in services businesses in the financial services and industrial services sectors. Previously, Mr. Sterchi worked at The Carlyle Group, focusing on investments in the financial services sector. Louis holds an MBA from The Wharton School of the University of Pennsylvania, and a BA from The Williams School at Washington & Lee University.



Roger VanOrden
Marketing & Business Development

Roger VanOrden brings a variety of skillsets to the 1st Direct team. He holds a BA degree in Management and Human Relations from Mid-America Nazarene University and spent 12 years in the P&C insurance industry as a Producer, Quality Assurance Specialist and Customer Service Team Manager. His insurance background and other leadership roles, ranging from an Operations Practice Manager in the veterinary industry to an Account and Production Manager in the manufacturing sector, have given Roger a diverse expertise in the fields of customer service and business development. His current focus at 1st Direct centers around open, honest and collaborative communication with clients while discussing products with benefit-oriented values and process driven solutions.



Gregg Hultquist
Vice President

Gregg started his flood insurance career more than 30 years ago with a TPA in Dallas, TX where he managed the transition of the company's Write Your Own (WYO) servicing business. After several years in this capacity, Gregg joined NCSI where he served multiple leadership roles in the flood operations space, including call center management, underwriting, client services and the overall program leadership on both the WYO and NFIP Direct business.

With the acquisition of both NCSI and National Flood Services (NFS) and the combining of resources, Gregg had the opportunity to join the NFS leadership team in Kalispell, MT in 2005 where he served as SVP of Operations and SVP of Customer Experience & Client Services. During his flood tenure, Gregg has also participated on several FEMA workgroups and participated in several underwriting panels during the National Flood Insurance Conference over the years.

In 2017, Gregg joined Administrative Strategies as the Director of Operations, and has been responsible for servicing the flood insurance claims operations space as well as growing the company's specialty servicing business in the travel and pet insurance disciplines. Gregg will use his experience in providing services to the specialty insurance arena at 1st Direct.



Keri Reynolds
Chief Financial Officer

Keri Reynolds has been working in the insurance industry for more than 20 years, serving in multiple leadership roles across an ever-changing business landscape. Her focus has largely been in the area of finance & accounting, but has led several other operational facing teams and projects spanning all aspects of the business. She spent a great deal of her career guiding the business through change by navigating through multiple merger & acquisition transactions over 20+ years. Keri has significant experience managing state and federal government contracts. She has been a trusted member of executive committees and teams tasked with growing and improving business through strategic planning.

Keri earned a Bachelor of Science degree in Accounting Management from Park University in Parkville, MO and maintains her Property & Casualty license in 38 states.



Laura Fisher
Administration & Compliance

Laura retired after working over 20 years in the Credit Union industry, her primary focus was in Leadership development, Management, Training, and Compliance. While working Laura also volunteered many hours with various non-profit organizations. She served as Executive Director for two of those non-profits, National and State Concerns of Police Survivors and Kids Chance of Arizona. Both organizations focus was on helping families in times of devastation and catastrophe in their lives.

Laura has a Bachelor's Degree in both Business Management and Human Resources and a Master's Degree in Management and Leadership. Laura also maintains her Property and Casualty licenses.