Curriculum Vitae

Lezlee Liljenberg, CIC, CRIS, MLIS, PA, MA

Lezlee Liljenberg, entered the insurance business in 2004 as she started her first agency from ground zero, growing the business to over 6 million in less than 12 years.

Ms. Liljenberg holds a BA in Journalism/Public Relations and an MA in Political Science/Public Administration from the University of Texas at Arlington. She is a Professional Financial Representative holding 6 & 63 Securities licenses, she also holds licenses as a Property & Casualty Agent, Public Adjuster, Life & Health Agent and Texas Real Estate Broker.

She is well-known in the insurance and real estate industries for her responsiveness, knowledge, and professionalism in handling situations in both industries. Her 36 years of contractual knowledge is extensive and is strengthened by her years as a Commodity Electricity trader during Deregulation in 2001.

**Expertise**

* Insurance & Real Estate Agents Errors & Omissions
* Insurance & Real Estate Bad Faith
* Flood Insurance
* Contract & Policy Review
* Agency Due Diligence Determinations
* Life Benefit Claims
* Personal Auto
* Homeowners Insurance
* Product Liability Insurance
* Commercial Auto Insurance
* Commercial General Liability
* Commercial Umbrella
* Professional Liability Insurance
* Directors & Officers Liability
* Product Liability
* Employment Practices Liability
* Business Interruption
* Inland Marine Insurance
* Farm & Ranch Owners
* Watercraft/Boats Insurance
* Personal Umbrella

**Present:** Insurance and Real Estate policy and contract Consultant as an Expert Witness and Public Adjuster.

**2004-2021:**  Insurance Agency Owner and Expert engaged as a Trusted Advisor to insureds and third parties to provide insurance and contractual analysis for individuals and companies. Agencies sold in June 2021.

**2014:** Radio Show Host of Texas Talk Live with Lezlee where we address everyday topics of discussion.

**2001-2004:**  Commodity Electricity Representative/Trader assessing and pricing electricity contracts for major corporations on behalf of TXU Corporation and Reliant Energy. Contract negotiations included companies such as Sonic, Waffle House, Lone Star Race Park of Texas, Braums.

**1996-Present:**  Owner of Curves of Steel Metal Art Studio (1996-Present-still own but is a hobby). Owned and Operated metal art business, personally creating welded home accessories and outdoor art for individuals, businesses, and interior decorators. Largest clients were Southwest Airlines, Stone Creek Restaurants, City of Arlington, and Mycoskie Landscape Architects.

**1992-1996:**  MCI Real Estate Contract Negotiator. Negotiated fiber optics site contracts across the country. Traveled extensively meeting with city officials, right-of-way experts, property owners and management companies in Chicago, Northbrook, Detroit, Ann Arbor, Atlanta, Buckhead, Cleveland, Columbus, Miami, South Beach. Retained as a specialist in training new agents as they were hired to expand the fiber optics footprint across the metropolitan areas of the United States.

**1985-1992:** Commercial Real Estate Broker representing Coldwell Banker Commercial Real Estate, Aetna and R&B Realty as a leasing and sales agent. Was designated as Rookie of the Year with Coldwell Banker and the Eye of the Storm Award with Aetna/R&B Realty company by ensuring the removal of asbestos while maintaining 85% occupancy. This expertise led to the position with MCI.

**1999-2001:** Adjunct Professor of Political Science-Tarrant County College and Mountain View College.

**1981-1985:** University of Texas at Arlington-Bachelor of Art in Journalism/Public Relations with minor in Business.

**1984:**  University of Konstanz, Konstanz, Germany  Foreign Exchange-classes German & German Culture.

**1981:**  University of Texas at Arlington  Master of Art in Political Science/Public Administration.

**1985:**  Texas Real Estate Sales License.

**1987-Present:** Texas Real Estate Broker License.

**2004-Present:** Property & Casualty and Life & Health Licenses.

**2005-Present:**6 & 63 Securities Licenses—Professional Financial Representative.

2021 Obtained Public Adjuster License

2014 Completion of NFIP (National Flood Insurance Program Training)

2018 Completion of Updated NFIP (National Flood Insurance Program Training)

 The Basic Agent Tutorial (IS-1101)

 Theory of Elevation Rating (IS-1102)

 Insuring Condominiums (IS-1108)

 Writing Commercial Exposures (IS-1110)

 Coastal Barrier Resources Act (IS-1113)

 Increased Cost of Compliance (IS-1100)

 EC Made Easy: Overview of the Elevation Certificate (IS-1105)

Taught Approved Mandatory Continuing Education Flood Insurance Course through the Texas Real Estate Commission

2018 Completed Certified Insurance Counselor Courses-Received CIC Designation

2018 Completed Construction Risk Insurance Specialist Courses-Received CRIS Designation

2019 Completed Management Liability Insurance Specialist-Received MLIS Designation

**Representative Client Industries**

* Contractors
* Caterers
* Florist
* Real Estate/Property Owners
* Manufacturing
* Wholesale/Warehousing
* Retailers
* Insurance Companies
* Truckers/Transportation
* Farm & Ranch
* Non-Profit Organizations
* Auto Repair/Dealerships

**Affiliations**

* Certified Insurance Counselor
* Forensic Expert Witness Association-Board of Directors
* Texas Association of Mediators
* National Association of Professional Allstate Agents-Board of Directors
* Women Steering Business-Board of Directors
* Texas Real Estate Commission
* Apartment Association of Tarrant County
* Texas State Bar Insurance Section
* Surplus Lines Stamping Office of Texas-Board Member
* International Association of Insurance Professionals

**Publications**

Winter 2021. Liljenberg, Lezlee. From the Desk of Lezlee Liljenberg. *Exclusivefocus*. Pp. 26 & 28

Spring 2021. Liljenberg, Lezlee. Book Recommendation: Necessary Endings” by Dr. Henry Cloud. *Exclusivefocus*. P. 12

Winter 2020-2021. Liljenberg, Lezlee. Attitude of Gratitude. *Exclusivefocus*. Pp.12-13

Summer 2020. Liljenberg, Lezlee. Rip Off the Band-Aid. *Exclusivefocus*. Pp.20-21

Summer 2019. Liljenberg, Lezlee. Christmas Wishes in July. *Exclusivefocus*. P. 28

Winter 2018. Liljenberg, Lezlee. How to Avoid Getting an Errors & Omissions Case Against You and Your Agency. *Exclusivefocus*. Pp.14-15

Fall 2018. Liljenberg, Lezlee. Set Your Agency Apart with These Creative, Cost-Effective Marketing Ideas. *Exclusivefocus*. Pp.34-35

Summer 2018. Liljenberg, Lezlee. From the Fiefdoms: A Battle Cry for the Warriors! *Exclusivefocus*. p. 24

Winter 2017/2018. Liljenberg, Lezlee. If I Could Hire My Dog. *Exclusivefocus*. p. 16.

Spring 2016.  Liljenberg, Lezlee.  What Happened to Those Good Old-Fashioned Clichés? *Exclusivefocus*.  p. 30.

Winter 2015/2016.  Liljenberg, Lezlee.  Letters to NAPAA.  *Exclusivefocus*.  Pp. 8, 44.

Winter 2015/2016.  Liljenberg, Lezlee.  More Tips for New Agents to Succeed.  *Exclusivefocus*. p. 10.

Winter 2015/2016.  Liljenberg, Lezlee.  Suggested Reading.  *Exclusivefocus*.  p. 32.

Winter 2015/2016.  Liljenberg, Lezlee.  When Friday Isn’t Payday.  *Exclusivefocus*.  p. 16.

Fall 2015.  Liljenberg.  Lezlee.  Contests, Who Needs Them?  *Exclusivefocus*.  p. 32.

Fall 2015.  Liljenberg, Lezlee.  Interview with a Very Special LSP.  *Exclusivefocus*.  Pp. 42-43.

Fall 2015.  Liljenberg, Lezlee.  Suggested Reading.  *Exclusivefocus*.  p. 30.

Fall 2015.  Liljenberg, Lezlee.  Tips for New Agents to Succeed.  *Exclusivefocus.*  p. 10.

May 2015.  Liljenberg, Lezlee.  And Baby Makes Three.  *Arlington Today*.  p. 70.

Spring 2015.  Liljenberg, Lezlee.  Ask Lezlee.  *Exclusivefocus*.  Pp. 10-12.

Spring 2015.  Liljenberg, Lezlee.  Interview with NAPAA President Jim Fish.  *Exclusivefocus*. Pp. 13-15.

Spring 2015.  Liljenberg, Lezlee.  The Agency of Oz.  *Exclusivefocus*.  Pp. 27-28.

Spring 2015.  Liljenberg, Lezlee.  Ode to Alstar.  *Exclusivefocus*.  Pp. 37-38

Winter 2014-2015.  Liljenberg, Lezlee.  Ask Lezlee.  *Exclusivefocus*.  Pp. 10-12.

Winter 2014-2015.  Liljenberg, Lezlee.  That’s a Wrap.  *Exclusivefocus*.  p. 42.

Fall 2014.  Liljenberg, Lezlee.  Ask Lezlee.  *Exclusivefocus*.  Pp. 10-12.

Summer 2014.  Liljenberg, Lezlee.  The Saving Grace of an Employee Handbook. *Exclusivefocus*.  Pp. 18-19.

Winter 2012-2013.  Liljenberg, Lezlee.  Recipe for Success: Planning the Event.  *Exclusivefocus*. Pp. 40-41.

Summer 2012.  Liljenberg, Lezlee.  Grassroots Marketing: Back to the Basics.  *Exclusivefocus*.

Summer 2012.  Liljenberg, Lezlee.  On Allstate’s Dime.  *Exclusivefocus*.  p. 34.

Fall 2011.  Liljenberg, Lezlee.  Don’t Let the Lemons in Your Life Turn You into a Sourpuss. *Exclusivefocus*.

September 2008.  Liljenberg, Lezlee.  Live Insurance vs. Mortgage Protection.  *Mansfield NOW*. Pp. 38-39.

July 2008.  Liljenberg Lezlee.  Score Big with Good Credit.  *Mansfield NOW*.  Pp. 46-47.

May 2008.  Liljenberg, Lezlee.  Relieving Financial Stress.  *Mansfield NOW*.  Pp. 52-23.

March 2008.  Liljenberg, Lezlee.  Homebuyers Conference Focuses on Homeowners Insurance. *Fort-Worth Star-Telegram*.

March 2008.  Liljenberg, Lezlee.  Take the Drama Out of Insurance.  *Mansfield NOW*.  p. 40.

February 2008.  Liljenberg, Lezlee.  Not My Department.  *Mansfield NOW*.  Pp. 40-41.

January 2008.  Liljenberg, Lezlee.  And Baby Makes Three… The Time to Think About Life Insurance is Before You Need It.  *Mansfield NOW*.  Pp. 40-41.

**Other Publications**

January 2014.  Liljenberg, Lezlee.  *Be a Bucket Filler: 100 Ways to Fill a Bucket for Someone Else & Yourself*.  Salt of the Earth Publishing.  Arlington/Mansfield, Texas.

January 2011.  Liljenberg, Lezlee.  *Salt of the Earth: Cooking and Writing from the Soul for the Soul*.  Salt of the Earth Publishing.  Arlington/Mansfield, Texas.