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Insurance Agent Marc Maretsky with just some of the golf memorabilia collection in his Beverly Drive office.

## Insurance Agent Maretsky Brings Personal Touch, Shares Love Of Golf

**B**everly Hills-based Marc Maretsky Personal Insurance Services is celebrating its 35th anniversary this year.

"I could not have reached this milestone without the loyalty of my clients and associates who have helped me over the years," said Maretsky, a long-time resident and 1973 BHHS graduate.

An avid golfer, his office is packed with an eclectic collection of golfing memorabilia spanning 47 years including pictures, certificates, balls, hats and more.

He took lessons from Bel-Air Country Club Professional Emeritus Eddie Merrin, and is a member at Industry Hills Golf Club. He's even been known to give clients' children plastic starter club sets, "to get them interested in what I think is a great game."

Before entering the insurance business, Maretsky invented the novelty Beverly Hills Real Estate "A Little Dust from the Upper Crust."

Mark Maretsky Personal Insurance Services has established a reliable and solid reputation since its inception in 1980, serving Beverly Hills and all of California. Maretsky helps clients with

contingency planning including life, disability, Medicare, long-term care and annuities.

Though he helps clients to a comfortable retirement, he has no such ideas. "My future plans are to continue in this great business for as long as possible."

"Technology is great, but nothing beats a human voice and someone who cares and is there to help you when you need help," says Maretsky. "My specialty is personal service and the personal touch."

This has included his practice of sending \$1 to clients' children on their birthdays though age 18 (that tradition however is ending this year, since "everyone kept saying, 'where's my dollar?'" Maretsky relates.

Maretsky, who started out studying copywriting and transitioned to underwriting, now uses his creativity sending out customized, '60s and '70s themed one-of-a-kind birthday letters to clients.

Clients also look forward to the annual Thanksgiving letter Maretsky has sent for 28 years, "to reflect on the many blessings that are bestowed upon us daily."

## 35 YEARS OF THANK YOU'S



**Marc Maretsky**

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*"Helping my clients with a personal touch since 1980"*

415 N. Beverly Drive  
Suite 203

Beverly Hills, CA 90210  
Telephone: (310) 275-4069  
CA License #0584429  
[marcmaretsky@att.net](mailto:marcmaretsky@att.net)