

Ball Insurance
Your Friendly Neighbourhood Insurance Agents
by
Brian Campbell

Insurance has been in Sheilagh Ball's blood almost since birth. Her father started the business in Transcona in 1953 and Sheilagh began working with him 1977. She enjoyed it so much that she bought the business from him in 1985. Ball Insurance handles the Home, Business, Health and Auto Insurance needs of Transcona and Sheilagh and her staff can usually recognize their customers and know their needs when they walk in the door.



Sheilagh's business plan is quite simple. "We treat our customers like family," she says. "We treat them the way we would want to be treated."

The staff of Ball Insurance echo Sheilagh's sentiment; their goal is to listen to what the customer wants and provide the services that they need. Nothing more and nothing less. The system must be working, because as the years go by, they are seeing different generations of families they have served since the beginning coming to them for their insurance needs. To Sheilagh and her staff, Transcona is home and the people they see are like family.

They also believe in keeping things in their Transcona family when it comes to things that they need. Sheilagh's motto is "Shop local."

The vast majority of their clientele come either through families who have come there for generations or through referrals and Sheilagh believes that if a system is working don't change it. She is still living and raising her family in the same home that she grew up in.

That doesn't mean that she is totally opposed to change. Last year they gave the building a new paint job and a new look, and now she is looking at getting a website for the business. The website is still in the planning stages, but she hopes to have it up and running before the year is out, expanding the reach of Ball Insurance.

But new website notwithstanding, Sheilagh's heart is in Transcona and she and her staff are dedicated to serving them for a long time to come. At the end of the day, Ball Insurance is a team, a small family who enjoy meeting and serving the neighbours they consider a part of their larger family. Drop in and say hello. They'll be happy to see you.