

A Success Story, Shy Singleton



Shy Singleton is enthusiastic about her participation in the JWBC community. From developing supportive relationships to running her day-to-day business operations more efficiently, Shy has benefitted immensely from her involvement. “From JWBC’s programs Marketing Matters and Financial Matters, to attending events such as the JWBC Leadership Awards, I shifted the way I did business. Specifically, with Financial Matters, I was able to strategically focus on profit and loss management within my business. With Marketing Matters, I was introduced to the many ways of branding my business,” said Shy.

In 2014, Shy was a middle school principal. When her position changed, she knew it was the perfect opportunity to follow her long-time dream to start her own insurance agency. “After much thought and discussion with my family, I decided to start the journey of entrepreneurship. Although I had more than 15 years in organizational leadership, this was still a new industry to me. I had little experience dealing with insurance and finance products. Success is measured by policies in force; as a start-up agency owner, I faced an accelerated learning curve and time constraints due to limited staffing and working capital,” said Shy. But this did not

deter her. In November 2014, she decided to take the plunge and become an Allstate agency owner. She now holds certifications in Property & Casualty Insurance; Life, Health & Annuities; in addition, she is a Personal Financial Representative.

Shy learned the ropes of being entrepreneur through her involvement with JWBC which introduced her to the basic foundation of starting a business. In 2016, Shy had a SCORE mentor assist her in developing accounting practices, setting financial goals and understanding profit-loss statements. In 2017, she continued by enrolling in JWBC programs leading her company to run more efficiently and develop key relationships. “Get involved early in the business planning process! When any entrepreneur starts their due diligence to launch a business, they should utilize the training and resources the JWBC offers. They are ready to help develop your business planning process no matter what stage you are at,” said Shy.

Shy Singleton Insurance LLC is in its third year, specializing in personal and commercial insurance. As the CEO, Shy is highly respected as a retired educator with an extensive background in school administration, adding entrepreneur to her depth of experience. Her agency offers auto, home, life, retirement, and commercial insurance. As a full-service insurance agency, Shy strives to ensure full protection of all things that matter. “In a time where many people are living paycheck to paycheck, I teach my community about a variety of financial options. They are not always aware that we also offer financial products such as whole life, universal life, term life, and retirement income solutions,” Shy said.

Shy is passionate about her business and stays focused on the economic objectives of her agency while providing an exceptional place to work and customer service that exceeds expectations. “As an agent, it’s my goal to assist the sales team in obtaining leads and educate them to meet the customer’s needs. Managing the acquisition and retention of long-term, profitable customers for the agency through an effective marketing program is very important. The dedication of the industry to educate customers and prospects and provide solutions to their insurance and financial needs is very fulfilling to me,” she said.