

Michael C. Sorensen

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Michael C. Sorensen is the Managing Principal of Brokerage Distribution at Highland Capital Brokerage. Michael leads a new line of business called Brokerage Partners. Brokerage Partners allows Highland to scale its business with centralized processing, underwriting, and advanced markets prowess to local and regional brokerage agencies around the country. Utilizing Highland's subject matter expertise allows these agencies to leverage their relationships and focus on their clients. As a world-class distribution organization, Highland accesses underdeveloped markets to facilitate the sale of life insurance and like protection products.

As a highly respected leader with a clear and focused direction, Michael has produced significant results throughout his 27-year career, most notably at Universal Insurance Services. He was formally a Managing Principal of Universal Insurance Services, LLC, headquartered in Boca Raton, Florida. Joining the firm in 2003 as the National Brokerage Director, Michael specialized in insurance management and strategic distribution. He was instrumental in building a sales and service platform that consistently improved agents' business and confidence by delivering the best of the insurance industry, and in 2007 he was promoted to President. Michael developed several key underwriting practices that resulted in placing Universal Insurance Services' conversion ratios of informal to formal business among the highest in the industry. He helped implement countless improvements that increased profitability while also establishing Universal Insurance Services' position as one of the fastest growing and one of the most profitable BGA's in the industry.

Michael is a well-respected and influential member within the insurance industry and he has participated in multiple field advisory councils. He is a member of the Risk Appraisal Forum, a group that "specializes in the art of underwriting" and hosts two meetings a year. At these meetings, leading physicians and researchers in various medical fields update Risk Appraisal Forum members and key home office and reinsurance underwriting executives, underwriters, and medical directors on medical advances that are occurring.

ABOUT HIGHLAND CAPITAL BROKERAGE

Highland Capital Brokerage is committed to partnering with financial advisors and insurance professionals using our core competencies of life insurance, annuities, and long-term care. We distinguish ourselves by providing point-of-sale support, advanced marketing, and creative estate and business planning techniques. We provide these services in an efficient, client-focused environment that extends to carrier and product expertise, underwriting negotiation, and complete back office processing. For more information, visit www.highlandbrokerage.com.

