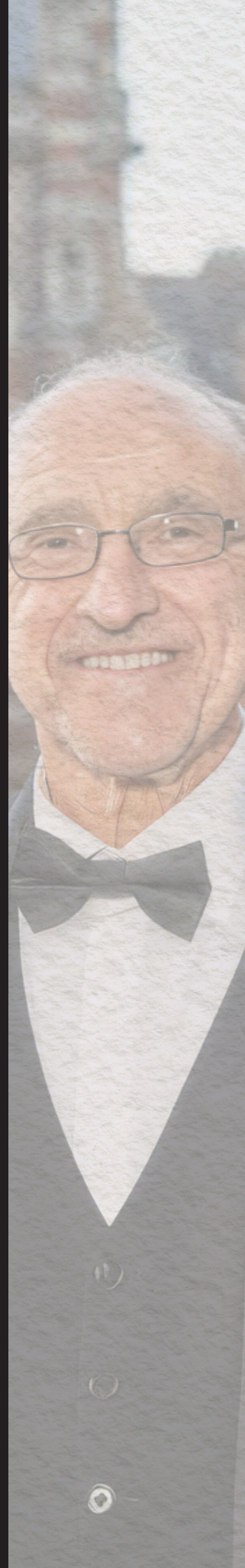
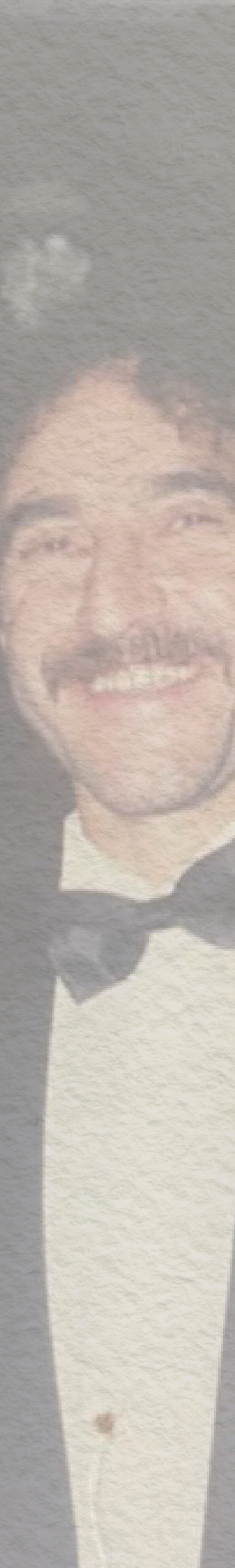




CELEBRATING
50
YEARS
IN INSURANCE

**BRIAN
PRISSMAN**



BRIAN PRISSMAN

50 Years of Relentless Drive

Brian's journey into insurance began not by design, but by chance.

On 17 June 1976, after two years studying towards a BComm, he left university and found himself weighing up two job offers: one from a stockbroker, the other from an insurance company, M&F.

The deciding factor? Hair.

The stockbroker insisted he cut it; the insurer did not. True to the independent spirit that would come to define his career, Brian chose the latter - and his trademark ponytail has remained ever since.

What began as an accidental entry into the industry soon evolved into a calling. Over the next five decades, Brian carved out a career built on grit, instinct, and an unwavering belief in hard work.

His philosophy was simple:

"You snooze, you lose." And he lived it every day.

From his earliest days as a broker, Brian set out to prove himself - and did so repeatedly. His first major breakthrough came in July 1979, when he secured his first new business client, a milestone that marked the beginning of a long and successful trajectory.

Years later, on 1 July 2004, he would land his biggest client yet - another defining achievement in a career filled with them.

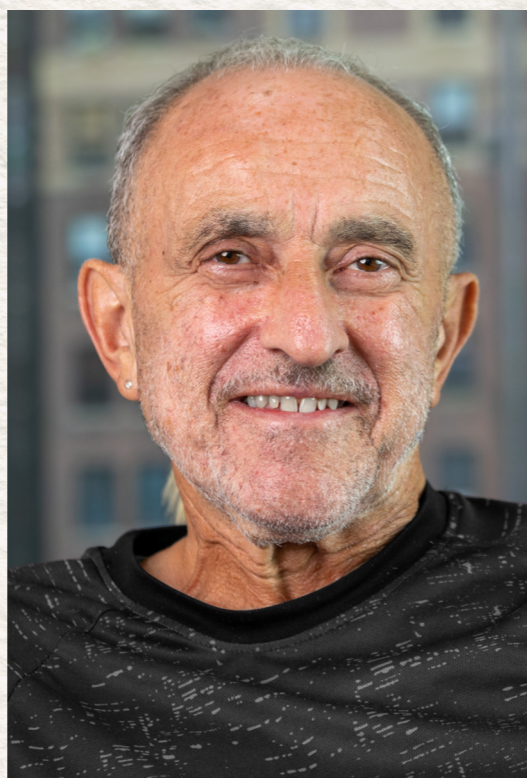
Yet, beyond the accolades and milestones, it is the relationships Brian built that truly speak to his impact. One client, secured in September 1981, has remained loyal to him ever since - a testament to the trust, consistency, and service he has delivered across decades.

For Brian, being an insurance broker has always been about more than policies and premiums; it is about delivering results when they matter - negotiating the best outcomes for clients and standing by them when claims arise.



For half a century, Brian Prissman has been an impressive presence in the insurance industry.

A man defined not only by his success, but by his tenacity, passion, and unmistakable ponytail.



His career has mirrored the evolution of the industry itself. From the days of fax machines to the rise of digital systems, and the increasing weight of compliance and regulation, Brian has adapted, grown, and thrived.

*He often compares the modern broker to a cricket all-rounder: **needing to "bat, bowl, and field"** balancing technical expertise, relationship management, and relentless responsiveness in a demanding environment.*

That responsiveness has been key. Clients expect their broker to be available around the clock - and Brian has embraced that expectation, despite the pressures that come with it. As he puts it, when things go wrong, *"the broker always gets the blame."* It is a reality he has navigated with resilience, professionalism, and a steadfast commitment to his clients.

Brian's success has never been accidental. He firmly believes that "you get out what you put in," a principle that underpins his longevity and achievements. His ability to win and retain clients comes down to one core strength: trust. By consistently delivering on his promises and practising what he preaches, Brian has built a reputation that sets him apart in a competitive industry.

After selling his business to Aon in September 2008, Brian continued contributing his expertise, staying on for five years despite an initial two-year contract. **Even then, retirement was never truly an option.**

True to form, he returned to the industry as a Director at Econorisk once his restraint of trade expired - proof that his passion for insurance remains as strong as ever.

"I could not have ever imagined doing anything else!" he reflects.

Colleagues and clients alike describe Brian as tenacious, dedicated, and deeply passionate - a professional who shaped his own path and became a force to be reckoned with. He has built strong alliances across the industry, forging friendships that opened doors and strengthened his business, while also facing competitors head-on with characteristic determination.

Beyond the boardroom and client meetings, Brian's energy found another outlet: running. A passionate athlete, he has completed six Comrades Marathons, alongside four London Marathons, two New York Marathons, the Mauritius and Sydney Marathons. The same endurance, discipline, and mental toughness that have defined his running have also powered his professional journey.

Today, as Brian Prissman celebrates 50 years in the insurance industry, he stands as a testament to what can be achieved through perseverance, adaptability, and an unyielding work ethic. His story is one of authenticity - a man who stayed true to himself, ponytail and all, while building a legacy rooted in trust, performance, and passion.

And if there is one lesson the next generation can take from Brian, it is this: roll up your sleeves, put in the work, and make it happen.



REFLECTING OVER THE YEARS

A Word from Brian's client's, partners and friends:

From Douglas Donnelly:

Brian Prissman: Self-proclaimed best insurance broker there ever was (and ever will be) in South Africa, and I have to admit, I agree!

Just a short note to offer my heartfelt congratulations on the remarkable milestone of 50 years in insurance. I often tell clients, peers, and brokers that out of the thousand-odd brokers I've dealt with over my (comparatively short!) 37-year career, if I had to recommend one broker who would give an arm, a leg, or a ponytail for their client, it would be Brian Prissman.

You put extraordinary time, pride, and so much passion into every single client. You fight for them as if it were your own assets and your own money at stake.

I've said it before, and I'll say it again - there are very, very few people who have achieved what you have. You are truly one in a million: a sales nuclear powerhouse who consistently blows targets and budgets into oblivion year after year.

I am incredibly proud to be associated with you and to call you a partner. Thank you for choosing us as your partners and underwriters - we don't take that lightly, especially knowing the many choices you have.

The fact that you continue to choose us gives us tremendous credibility.

Here's to the next 30 years, Brian - because I genuinely believe you could make it to 100! Knowing you, you'll stay in the game until you absolutely can't. All the very best, Brian and congratulations once again on an extraordinary career.



Douglas



Brian & Simon

From Simon Colman:

One of my favourite Brian stories happened in 2024 when we met for lunch in Durbanville in what could only be described as a classic #MenAtWork moment. Somewhere between discussing insurance, brokers and the state of the market, Brian accidentally overpaid the restaurant bill by R100.

Most people would have written it off and moved on. Not Brian.

Being a stickler for detail, he was determined to recover the waiter's ill-gotten gains. What followed was perhaps the finest demonstration of broking skill I have ever witnessed. Somehow, despite the fact that it was entirely his loss, Brian managed to convince me, the underwriter, to handle the recovery process on his behalf.

After a few days of increasingly creative discussions, I realised I neither had the time nor the heart to track down the waiter and recover the money. So I simply gave Brian R100 of my own money and told him I'd successfully recovered the funds.

Brian was delighted. The claim was settled. The insured was satisfied. The underwriter paid. And somewhere out there, a waiter remained blissfully unaware that he had become the subject of an insurance recovery operation.

Looking back, I think that story perfectly captures why Brian has been so successful for 50 years.

He understands that every rand matters, he never gives up on a negotiation, and he can still persuade an underwriter to settle a claim that wasn't even insured.



TRAVELLING THE WORLD



From Riyaz Hans:

Congratulations to Brian Prissman on reaching an incredible milestone of 50 years in the insurance industry. This achievement speaks volumes about his dedication, professionalism, and passion over five decades.

Brian's experience and commitment have undoubtedly made a lasting impact on both colleagues and clients alike. Wishing him continued success and many more years of inspiration ahead. It's a remarkable accomplishment and well worth celebrating.



From Manley Diedloff:

Congratulations to Brian on the remarkable achievement of reaching 50 years in the insurance industry. Over the years, our paths have crossed not only through business but also through a shared passion for running. We have met at many races, and I have always admired Brian's determination and endurance, qualities that have clearly served him well throughout his professional life. Completing numerous marathons and distances beyond is a testament to the same discipline, resilience and commitment that have defined his career.

In a profession built on trust, consistency and long-term relationships, a milestone such as this speaks volumes about Brian's professionalism, dedication and commitment to his clients. I have always valued Brian's measured approach, sound advice and unwavering focus on delivering solutions that meet the needs of both our business and personal insurance requirements.



Over the years, what has stood out most is the confidence that comes from dealing with someone who understands that insurance is not merely about policies and premiums, but about protecting people, businesses and livelihoods. Brian has consistently demonstrated the experience, responsiveness and integrity that clients seek in a trusted adviser.

Much like a marathon, a successful career is not about speed but about perseverance, consistency and the ability to keep moving forward over the long haul. Reaching five decades in any profession

is exceptional; achieving it while maintaining the respect and loyalty of clients and colleagues is even more noteworthy. Brian's career is a testament to the value of building relationships, honouring commitments and maintaining the highest professional standards.

On behalf of the Master Plastics family, I extend our sincere congratulations to Brian on this significant milestone and wish him continued success, good health and fulfilment in the years ahead.

From Adam Creswell:

"Don't bring a pig in the lounge!!"
A huge congratulations – five decades of true dedication! You truly illustrate what passion and energy is all about and I don't believe there's many people who have your level of dedication in any industry. It has been both a real privilege to work with and learn from you and I wish you everything of the best.

Looking forward to a few more years of continued success!



RUBBING SHOULDERS WITH THE GREATS



From Brian Muller:

I have known Brian for over 26 years, and it has truly been a pleasure working with him throughout that time. Like any long-standing relationship, we have certainly had our ups and downs and have not always agreed on business matters, but that is also what makes working with someone over so many years both rewarding and memorable. Through it all, I have always respected Brian's knowledge, passion for the industry, and unwavering commitment to insurance.

On a personal note, I have been fortunate enough to attend Brian's 50th, 60th, and 70th birthday celebrations, which says a great deal about the length of our friendship and professional relationship. Over the years, we have attended many functions and travelled together, and I have particularly enjoyed the many chats we have shared while walking along the beach at Melkbos.

One of the things that has always struck me most about Brian is his remarkable ability to remember people's faces and names - something that never ceases to amaze me. Over the years, I have come to appreciate not only Brian's experience and expertise, but also his character, determination, and sense of humour.

Reaching 50 years in insurance is a remarkable and rare achievement, and one that speaks volumes about Brian's dedication, resilience, and contribution to the industry. It is a milestone that very few achieve and is a true reflection of the impact he has made over the years.

Congratulations, Brian, on this incredible achievement. Wishing you continued success, happiness, and many more years of making a difference to those fortunate enough to work alongside you. And finally, I think one thing I have noticed most over the years is that his ponytail somehow seems to get shorter and shorter!



ALL TUX'ED UP AND PLACES TO GO

From Matt and the rest of the team at Oryx Re:

Congrats Brian on reaching your 50th year in the industry! You truly are one of one! Often imitated, never replicated. Actually, scratch that. I'm not sure about the "imitated" part either. There can't be too many 71-year-old brokers running around with a ponytail, earrings and enough energy to out-hustle people half their age.

You've been a constant source of inspiration, friendship and entertainment. From the endless catchphrases and your wonderfully "unique" use of GIFs and emojis, to your incredible memory, relentless drive and commitment to ABC – Always Be Closing.

If you looked up the word "Broker" in the dictionary, I'm convinced there'd be a picture of Brian "Snooze you lose" Prissman staring back at you.

Thank you for everything you've done for me over the years. It's been one hell of a ride, filled with plenty of laughs, lessons and deals along the way.

Long may it continue! And as I'm sure you'd want me to say – long may the competition continue to kiss your highly distinguished valve.



From Johnnie Macleod:

50 YEARS · A LEGEND IN THE BUSINESS

Brian. Prizzy. My mate of nearly forty years. Now, I want you to picture this - two young blokes, both single, both absolutely convinced the world wasn't ready for them. One of them with a Bee Gees haircut and a Night Fever walk that he thought was the height of sophistication. The other one - that's me - with a soup-stained moustache and the career prospects of someone singing Living on a Prayer as an insurance inspector. Bon Jovi would have been proud. Or concerned. Possibly both.



We both started our illustrious careers at Mutual and Federal. Two ambitious young men who felt like they were standing completely still - even though the train we were on was doing forty miles an hour. So we both, in our infinite wisdom, picked up sticks and moved on. As you do.

And Prizzy - the memories, mate. The memories. Heritage. The Longhorn Restaurant. What happens around the campfire, stays around the campfire. That's a rule I intend to keep until my dying day, and I suggest you do the same. The Sunny Side Hotel days... let's just say we were absolutely at our peak, and thank God we were at our peak in the good old days.

Deals done on the back of cigarette boxes. On napkins. And - my personal favourite - written on the sleeve of my white shirt. That was insurance. That was real business. None of your digital nonsense.

Just a pen, a sleeve, and the unshakeable confidence that we knew what we were doing. Mostly.

The marathon hotel stays. The ox wagon accommodation. Walking home at midnight through Cape Town because our ride decided to leave without us - which I still think is unforgivable, by the way. Those were some genuinely magnificently chaotic days, and I wouldn't trade a single one of them.

And then, Prizzy, you did something that changed the course of my career. You gave me my lucky break at IGI. From there, everything accelerated. You always gave me the advice I needed. The guidance on the tricky accounts.

And let's not forget your expert counsel on earthquake cover - which is, in true Prizzy style, either an optional extra, or in some cases, merely a suggestion. Only you could make that sound perfectly reasonable.

You have been at every single milestone of my life. My 40th. My 50th. My 60th. You were there on my wedding day. That is forty years of true friendship, and I don't take a single one of those moments for granted.

50 Years. 600 Months. Over 18,000 Days.

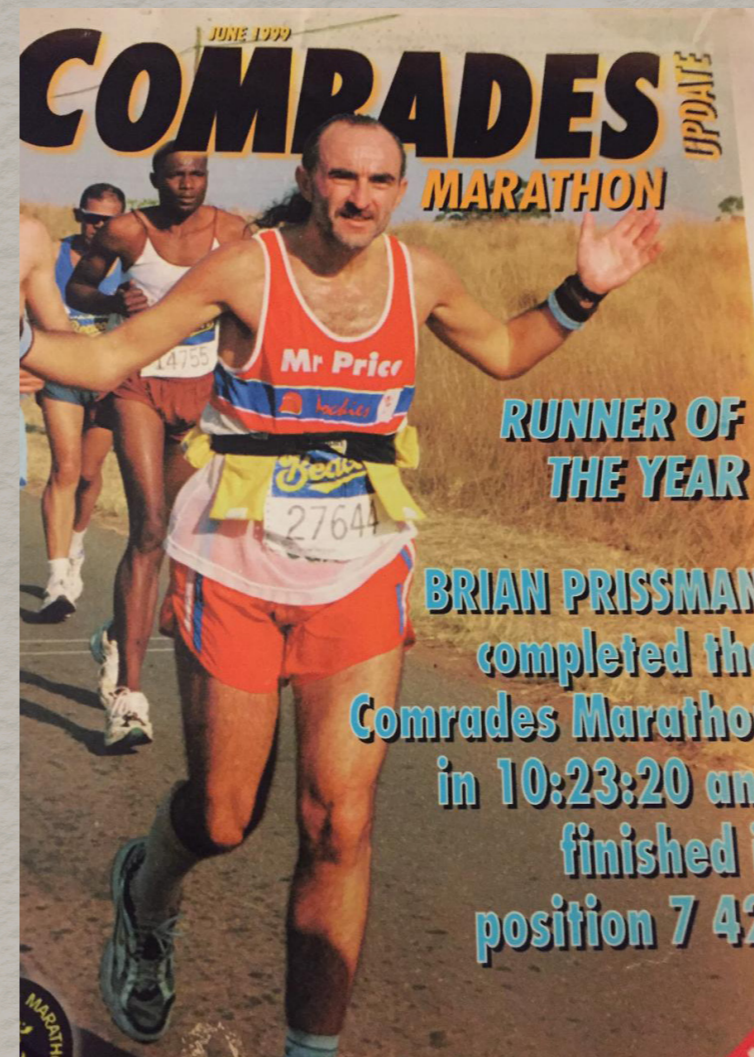
And you are still the very best in the business. Your five decades in this industry are a masterclass in dedication, in adaptability, and in excellence.

You have shared your knowledge generously, paved paths for others, and done it all with a style that is entirely, unmistakably Prizzy. "We don't need the practice."

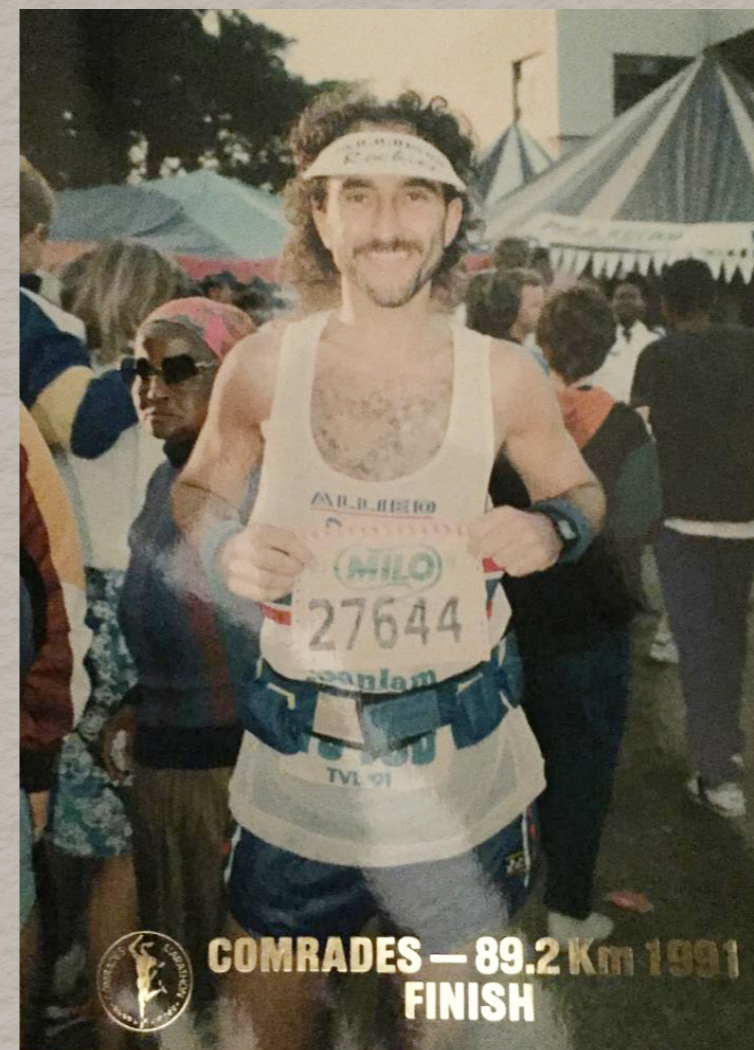
Here's a toast to the ones who've seen us at our very best, and seen us at our very worst... and honestly couldn't tell the difference.

Here's to you, Brian. Keep kicking on, you bloody legend. Fifty years and still the benchmark.

Congratulations, mate.
YOUR AUSSIE MATE.
ALWAYS IN YOUR CORNER.



A COMRADE'S LEGEND

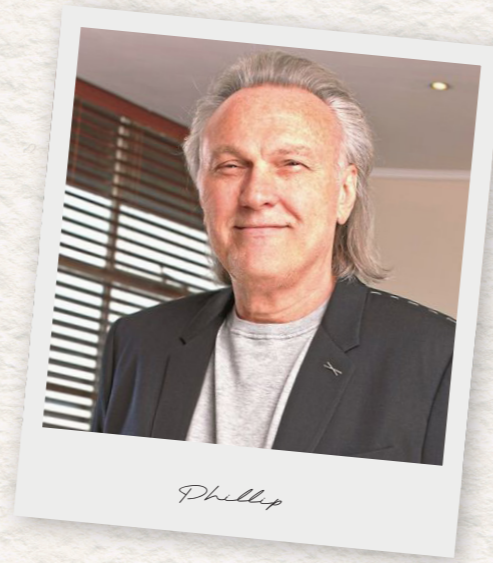


From Phillip Abelheim and Transpaco Limited:

My friendship with Brian spans more than 50 years, beginning in our teenage years when we attended Damelin College together. I look back fondly on the many occasions we spent socialising with mutual friends during the 1970s and 1980s.

About 25 years ago, Brian was appointed as Transpaco's insurance service provider, and his contribution since then has been exceptional. His knowledge, integrity, and genuine care for his clients are truly remarkable. Operating in the plastics and paper industry presents many insurance-related challenges.

Brian's ongoing support, involvement, and sound advice have enabled Transpaco to navigate these complexities with confidence, for which we remain deeply grateful. We congratulate Brian on his outstanding reputation and on the success of his 50-year career in the insurance industry.



From Matt van den Heuvel:



I've been fortunate enough to work with Brian Prissman for the last 11 years and I can honestly say that BP is a one of a kind. Text in capital letters is his trademark, and I'm now used to meetings being set up to start at 09h03 and end at 09h48.

He is also an avid "WhatsApp'er" and keeps us up to date on all things happening in his life, in our industry and is always first to share any news of fires – big or small and loves to share his travels around SA and the globe with his "Men/Men and Ladies at Work" pictures.

BP is truly an insurance genius, and it's fascinating to watch and learn from him in action. He is a new business hunter unlike any other and has built a massively impressive list of loyal clients over the last 50 years.

BP – thanks for letting me be part of the journey, and I'm pretty sure that you'll still be writing new business and closing deals for many years to come!

From Gareth Baines:

Congrats on 50 years, BP!
That's half a century of grit, expertise, and trust built in the P&C industry - no small feat.

Even though we're stuck in Mauritius and can't raise a glass with you on the 17th, we're celebrating you from here. Your career has set the bar for what it means to serve clients and colleagues with care and integrity.

Here's to you, and to many more years of impact.



THE BEST CONVERSATIONS HAPPEN OVER A BEVERAGE

From Wahl Bartmann:



Reaching 50 years in the insurance industry is an extraordinary milestone and a true reflection of his dedication, expertise and lasting contribution to the sector. From Fidelity's perspective, it has been a privilege working alongside Brian over the years.

When we first entered the cash environment, Brian Prissman was our insurer. He invested considerable time onboarding us and guiding us through the complexities of insurance of within a CIT environment. Brian consistently went the extra mile to ensure we had the appropriate cover in place while also managing our risk responsibly.

Brian spent a number of years working closely with my brother, Francois and I. We often embarked on various trips to London. At Lloyd's of London, one of my fondest memories is of Brian and François enjoying a whiskey together on the Thames River, an enduring reminder of both the professional and personal connections built over the years.

His hands-on approach and willingness to assist under pressure made a meaningful difference at a critical time in our journey.

What distinguishes Brian is not only his depth of knowledge, but also his reliability and his ability to build trust with ease. His consistent support and partnership have been highly valued by our team, and his professionalism has been evident in every engagement.

Sincerest congratulations to Brian on this exceptional achievement. It is richly deserved.

From Mike Gaines:

I first met Brian after the 1987 KwaZulu-Natal floods when I was practising as a loss adjuster and he was the broker for Bridge Clothing who had suffered extensive flood damage. My first impression was the ponytail! Thereafter, it became clear that he was technically competent and this was at a time when almost all brokers had no knowledge of how business interruption worked.

The claim progressed smoothly and I didn't hear from him again until I started a public adjusting company and called on him in Johannesburg to explain how our services worked. He was the only broker that accepted that there was a place in the South African market for a public adjuster.

Over the years we have managed hundreds of millions of Rands worth of claims where he has been the broker. Our friendship has developed over the years. He is probably the only broker that has my highest respect.

Whilst his technical knowledge is superb and his loyalty to his clients is unchallenged, his greatest achievement is his professional clothing style with which he has graced us over the years.

It won't be long before he pitches up to interview a new client in a pair of Borak shorts, a vest and a pair of slops!



APPRECIATION FOR THOSE AROUND HIM





From Alan Treger:

I want to thank you for all you have done for Monarch and The Treger Group over the years, sorting out claims, quotations, pricing.

You have always gone the extra mile and made our lives easier for over 40 years.

Apart from the business side of our relationship, I want to thank you for being a very good friend and hope that our business and personal relationship carries on for many more years.

Congratulations on your 50 years in the Insurance Business.

From Andrew Lilley:

Today, we recognise an extraordinary milestone - 50 years in the insurance industry - a feat that very few achieve, and even fewer do with the consistency and excellence that Brian Prisman has demonstrated.

Brian comes from a generation of brokers who truly set the standard - a class above the rest. His approach reflects a time when relationships, integrity, and deep technical understanding defined what it meant to be a broker. He has not only upheld these values but continues to embody them every day.

What truly sets Brian apart is his unwavering passion and dedication to his clients. He goes above and beyond in a way that is rare, placing their interests at the centre of everything he does. His commitment is not just professional - it is personal.

And perhaps most remarkable is the energy he brings. Even after five decades in the industry, Brian arrives with a drive and enthusiasm that many 30-year-olds would struggle to match. It's that energy, combined with his experience and wisdom, that makes him one of the very best in the business. Brian, thank you for your outstanding contribution to our industry and for setting a benchmark that continues to inspire us all.



From Ken Maclean:

A milestone that very few achieve, and when they do, most certainly not with the same passion that Brian still has.

I have many stories - some I can tell, whilst others remain on tour, but one thing that Brian is famous for is saying to me "I don't do claims but yet he will send me an email at 3 am enquiring as to the status of his client's claim".

What I would really like to say is, as a famous writer wrote: "you will not be remembered for what you said or even what you did but there is no doubt you will be remembered by the people whose lives you touched", this rings very true when it comes to Brian, he is one of the most if not the most loyal person I know and that is a quality that very few people have.



THIS JOB NEVER GETS DULL



From Barry Wickins:

I had the great pleasure of working with Brian in my role as CEO of Southey Holdings and where Brian handled the company's insurance portfolio.

I have never experienced the level of service, dedication, and helpful assistance in saving the organisation money as that so enthusiastically provided by Brian. Sometimes at night, when I was worrying about an insurance issue,

I would message Brian - even late at night or early in the morning and invariably, to my utter surprise, Brian would soon get back to me with the information I was looking for. And it wasn't only in business dealings that Brian was so helpful - one day I was deliberating with Brian how to spend my time in retirement. He thought for a moment and then offered the wise advice of spending my time travelling and enjoying the fruits of my labour, as he had never met anyone who could carry their worldly possessions in a safe to their grave.

Congratulations on your wonderful career in the insurance business, and may I wish you many more happy and successful days in the business, which you love so dearly, and where your presence is greatly appreciated and admired.



Brian & Barry

From Anton Roux:

I am privileged to have known Brian for 17 of his 50 years. Brian is one of those people who has built his own unique brand around him. Which other male do you know walking around with a ponytail and driving a Bentley? His uniqueness extends to his business style as well. "I will meet you at 10:03, not 10:00". And "I don't do claims...". And his quick notes/instructions after a meeting.

Don't retire BP, only rewire.



Brian & Anton

And last, but not least, from Bev and Jessica Prissman:

For 50 years, Brian has built a career on hard work, determination, and an ability to find solutions where many might see only problems. His energy, passion, and determination are truly unmatched. The more flammable the risk, the more excited he seems to get. Where others see a challenge, Brian sees an opportunity, with every challenge being one worth chasing.

Everyone knows they can call him at any hour of the day or night and he'll pick up the phone. Living with him, we've experienced that firsthand - and with a voice that has never quite mastered the concept of an indoor volume, we've often felt part of those conversations too. And after 50 years in the industry, he's earned a corner office... at Tasha's Morningside.



Bev, Brian & Jessica

Brian's drive and commitment have earned him the respect of colleagues and clients alike, and have afforded our family many opportunities for which we will always be grateful. We're immensely proud of everything he has achieved and would like to raise a toast to an incredible 50 years in the industry - and to the man behind them. Congratulations!



OLD TEAMS AND NEW





CELEBRATING
50 YEARS
IN INSURANCE

BRIAN
PRISSMAN

