

# Hidden Hills

MAGAZINE

## PROTECTED *STATUS*

BY JASON DEAN

AFTER A NEAR-DEATH EXPERIENCE, HIDDEN HILLS RESIDENT STEVE WEBER SETS UP SHOP TO HELP OTHERS PROTECT THEMSELVES AND THEIR FAMILIES

It took a tragedy during the “trip of a lifetime” for Hidden Hills Resident, Steve Weber, to consider his mortality and just how quickly life can take a drastic turn. On the second day of a group dirt bike tour through Baja California back in 2007, Weber was injured. Though seriously hurt, he continued on against his better judgment for the third and final day to reach their destination for a photo with his best friend Andrew at a stunning vista on the edge of the Pacific.

Immediately after, Weber was rushed to a Mexican hospital. “I was lying flat on a table where I lost consciousness,” he recalls. Weber woke up four days later in a San Diego hospital after multiple surgeries and a medically induced coma.

While on the road to recovery, the media and manufacturing entrepreneur looked into life insurance for the first time. It was something he had always intended to get done, but like most Americans, had delayed because making an informed decision with the best information available was hardly an easy task. Now, even with a newfound urgency, Weber had to

force himself through the process. He came away from the experience thinking there had to be a better way.

About a year after his accident, Weber met Harris Wali, whose company HW Premier Insurance provided wealth transfer and estate protection strategies, as well as other high-end services to families across the U.S. Wali agreed that there was a vast market to be served, as the average, everyday American did not have convenient and clear access to the depth and breadth of options that higher-end individuals had. The timing was right, and Weber shifted his career focus, joining the company as president.

Weber and Wali founded QuoteHero in 2017, intent on developing a safe, secure, and highly functional platform for the typical consumer to review and secure an affordable life insurance policy. Soon after, tech entrepreneur Doug Plank joined the firm as CEO, seeing the opportunity to expand the offering even further to include a portfolio of life management tools, known today as MyProtectionHero.

Using a proprietary search engine, MyProtectionHero brings together the widest variety of sources

and existing services to help an individual get the most important “to-do’s” in their life squared-away. Not only does the platform provide a vast array of the best options for the consumer while keeping it all clear, concise and simple, but it goes even further, offering free secure storage, free financial tools, even a free Will and other varied lifestyle and protection coverages. Weber likens MyProtectionHero to a site like Kayak or Travelocity, where visitors can compare multiple itineraries, airlines, airports, dates, and other variables when booking a flight, except with this, it’s the things that help a person sleep soundly at night. With protection at the core of its mission, QuoteHero also does not

sell the names of its users to other companies. Anyone who has been barraged by unsolicited calls and emails shortly after searching for a random quote will understand the value in that.

In the world of business, MyProtectionHero, offers white-label and enterprise level solutions, making the offering a plug-and-play option to be integrated into any company website. While the suite of MyProtectionHero offerings is an attractive perk, the collective goal to create a “one-stop, safe and secure shopping” environment not only serves as a wellspring of useful life management content and tools, but also helps businesses maintain

a strong connection with employees or clients.

“That close call in Baja definitely changed my perspective on life for the better, but from a professional standpoint, when I see what MyProtectionHero has evolved into, it’s not so much about disrupting the “fintech” sector or making waves in business,” Weber reflects. “It’s an added layer of satisfaction knowing that what we’ve created is helping so many others to avoid the mistake I almost made.”



HIDDEN HILLS RESIDENT, STEVE WEBER, CENTER, WITH PARTNERS JON AUSTIN, DOUG PLANK AND HARRIS WALL.

