



**The insurance agency reinvented  
around you.®**

For Immediate Release

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**The new standard in insurance comes to the Metroplex**

***Brightway, Preston Trail, opening today, features more choice in insurance companies than any other agency***

**Dallas (August 15, 2016)**—Brightway Insurance expands its award-winning insurance solutions to North Texas starting today as veteran businessman and now Brightway Agency Owner Peter Linke opens the company's newest office today. With an experienced team of insurance professionals, this agency brings consumers unprecedented choice in insurance companies and expert, in-person counsel to North Dallas.

Linke said: "Brightway is not just another insurance agency – it is the new standard in how individuals and businesses buy insurance. Instead of being able to only provide products from one or a small number of insurance companies, we can tailor a custom insurance package from the over 40 national insurance carriers that we have access to. This much choice in insurance is unique and unprecedented in the DFW area."

The agency is located at 17194 Preston Road, Suite 210, at the corner of Preston and Campbell Roads in North Dallas.

"Brightway Insurance was founded on the belief that each customer is unique and deserves the time and attention to have solutions tailored to their individual needs", said Talman Howard, President, Brightway Insurance. "No other insurance agency can provide the level of choice, support and protection that we offer, and we are excited about expanding our industry leading solutions into North Texas."

"Our unique offering puts the customer at the center," said Linke. "Access to the largest pool of insurance companies and products, as well as Brightway's award winning turnkey support and customer service, gives us the opportunity to customize insurance solutions that fit the unique needs of each of our clients and give them the greatest peace of mind. That's a win-win."

Brightway Insurance is a national property/casualty insurance retailer providing insurance solutions through a network of franchised independent agencies throughout the country and is the nation's seventh largest privately held Personal Lines independent insurance agency. Representing over 100 insurance companies nationwide, the company began franchising operations in 2008 and operates more than 122 franchise locations in 12 states. In 2015, the company was recognized as America's No. 1 Franchise to Buy in the U.S. by Forbes, and named a top franchise by Entrepreneur magazine three years in a row.



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For more information about Brightway, Preston Trail, go to [BrightwayPrestonTrail.com](http://BrightwayPrestonTrail.com) or call 972-584-1286.

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