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For Immediate Release

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Personal insurance experience drives local businessman to offer neighbors a better experience

- New, local business offers more choice in insurance companies than any other agency -

HARAHAN, La. (Aug. 30, 2016)—Brightway Insurance expands its network of insurance retail locations to Harahan, La., as veteran businessman and now Brightway Agency Owner Chris Schmidt opens the company's newest office today. With an experienced team of professionals, **Brightway, The Schmidt Agency** brings consumers unprecedented choice in insurance companies and expert, in-person counsel to Harahan residents and those living in surrounding areas.

While Schmidt brings extensive sales and recruiting experience to Brightway, with a majority of his time in New Orleans spent in the oil and gas industry, it was a personal experience that ignited his interest in opening a Brightway agency. He and wife, Sheree, bought a home and a new insurance policy in 2015. Shortly after their purchase, they travelled out of town and upon their return found a notice from their insurance company that their policy had been canceled on the day they left town. They had received no notification from their agent or from the company aside from a piece of U.S. mail that was weeks old by the time they received it. The Schmidts were fortunate nothing happened to their home during the lapse in coverage, but it made them think, "What if something had happened to their home?"

"It was that day I knew I would become involved in insurance," Schmidt said. "I vowed my customers would always know what was going on so they would never have to endure an experience of confusion and uncertainty like we had."

In addition to helping customers gain peace of mind, the Schmidts are involved with various organizations, including the Jefferson Performing Arts Society and St. Baldrick's Foundation, a non-profit committed to conquering childhood cancers. They are members of Munholland United Methodist Church and are loyal fans of the New Orleans Saints and the Louisiana State University Tigers.

Brightway, The Schmidt Agency is located at 1827 Hickory Avenue, Suite F in Harahan, La.

"We are excited to further expand our brand into Louisiana, where we know consumers will benefit from having an expert insurance advisor in Chris Schmidt," said Brightway President, Talman Howard. "He has a great amount of support behind him at our home office to make sure he can give his 100% focus on making sure his customers have the right insurance to protect their most important assets."

About Brightway Insurance

Brightway Insurance is a national property/casualty insurance retailer selling through a network of franchised independent agencies throughout the country and is the nation's seventh largest privately held Personal Lines independent insurance agency. The company provides its Agency Owners with



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access to more insurance companies than any other agency, along with a comprehensive system of support that frees them up to focus on customizing policies that meet their customers' needs.

The company began franchising operations in 2008 and has since grown to 770 people in 12 states serving customers in all 50 states. In 2015, [Forbes](#) recognized the company as America's No. 1 Franchise to Buy. Additionally, the company was named a top franchise three years in a row by [Entrepreneur](#) magazine and one of the fastest-growing private companies in America nine consecutive years by [Inc. 5000](#).

For more information about **Brightway, The Schmidt Agency**, visit BrightwaySchmidt.com or call (504) 930-4460. Learn more about franchise opportunities with Brightway Insurance at BrightwayDifference.com.

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