



For Immediate Release

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Local businessman, Gene Kropfelder, to offer superior service and value to neighbors as Owner of Brightway Insurance in Gaston County, N.C., starting Sept. 26

- Brightway, The Kropfelder Agency offers more choice and expert counsel. -

BELMONT, N.C. (Sept. 22, 2016) — Brightway Insurance continues to grow as its fourth location in the Tar Heel State is slated to open next week. Veteran businessman and now Brightway Agency Owner, Gene Kropfelder, will open the doors to Brightway, The Kropfelder Agency on Monday, Sept. 26. While relatively new in North Carolina, Brightway Insurance is the nation's seventh largest privately held Personal Lines independent insurance agency.

"I love the local concept of the Brightway model with the backing of top carriers and support," said Kropfelder. "This enables me to offer superior service and value to my neighbors for all their insurance needs."

Kropfelder, who has lived in Gaston County, N.C., for more than a decade, is devoted to learning how he can best meet customers' needs. Most recently, he led efforts to increase customer engagement and market insights at Caterpillar and Red Ventures. He holds a Master of Business Administration from Northwestern University's Kellogg School of Management and a Bachelor of Science from North Carolina State University. He volunteers as a youth soccer coach in his community and says the pride of his life is his 15-year-old daughter, Layne. He looks forward to putting his customer skills to work at Brightway and his community.

"Brightway Insurance is pleased to have Gene Kropfelder join our team as an Agency Owner," said Brightway President, Talman Howard. "He knows how important it is to create a positive experience for customers, and we offer Agency Owners, such as Gene, the resources they need to make customers who are buying policies their No. 1 priority."

Brightway, The Kropfelder Agency is located at 3826 South New Hope Road, Suite 3 in Gastonia, N.C.

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 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 insurance agency reinvented
around you.®**

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 Kropfelder Agency, visit BrightwayKropfelder.com or call 704-566-0400. Learn more about franchise opportunities with Brightway Insurance at BrightwayDifference.com.

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