

For Immediate Release

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Brightway Insurance reaches \$425 million in written premium

- Jacksonville-based company celebrates customer service and a major milestone. -

JACKSONVILLE, Fla. (Sept. 30, 2016) — Brightway Insurance, a national property/casualty insurance retailer selling through a network of franchised independent agencies throughout the country that started franchising in 2008 has reached \$425 million in annualized written premium, growing its book of business by \$30 million in 2016 alone. Hitting this milestone happens in conjunction with the Jacksonville-based company's weeklong celebration of [Customer Service Week](#) Oct. 3-7, 2016, the company announced.



Brightway Founder and Chairman David Miller said, "It's apropos that we hit a growth milestone on the eve of *Customer Service Week* since we invented, and have since perfected, the 'you sell, we service' model in the industry. The comprehensive system of support we provide our Agency Owners frees them up to truly listen to each customer and design customized insurance solutions that provide total protection for their unique needs using the dozens of insurance companies we make available to them."

"Our organization of more than 750 insurance professionals benefits from hundreds of people at our Home Office who provide turnkey support to our Agency Owners and our customers," Miller added. "With nearly 300,000 policies in force, this support lets our Agency Owners enjoy unparalleled success as they build their businesses and lets customers enjoy true peace of mind knowing they are properly protected."

The company will host a different celebration each day of *Customer Service Week* to recognize the important work each of its employees does on behalf of Agency Owners and customers. The week highlights the significant contributions of employees such as Caitlin Harkins, who was one of two named Employees of the Year in 2015. Jacksonville Mayor Lenny Curry signed a proclamation on behalf of Brightway recognizing the important work the company's employees do.

"It's hard choosing Employees of the Year because everyone at Brightway goes above and beyond for agents and customers," said Customer Experience Vice President Kris Azar. "We're proud to highlight Caitlin Harkins; like others, she lives our Core Values of Smart, Accountable and Trustworthy and sets a leading example every day."

About Brightway Insurance

Brightway Insurance is a national property/casualty insurance retailer selling through a network of franchised independent agencies throughout the country. With \$425 million in annualized premium

written, the company is the nation's seventh largest privately held Personal Lines independent insurance agency.

Brightway 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](#). Learn more about Brightway at [Brightway.com](#), and find us on [Facebook](#) and [LinkedIn](#).

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