

For Immediate Release

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**Chris Banks and John Scott team up to bring Brightway Insurance to Louisiana's Capital City**

*- Brightway, The Concord Agency opens in Baton Rouge Dec. 12. -*

**BATON ROUGE, La. (Dec. 8, 2016)** — Brightway Insurance expands its network of insurance retail locations in Louisiana as its first location in Baton Rouge opens next week. Business partners and now Co-Agency Owners, Chris Banks and John Scott, are opening Brightway, The Concord Agency Monday, Dec. 12.

While initial plans were to open the office earlier this year, the business owners pushed back the schedule to help those affected by the August flooding that caused heavy impact on south Louisiana. Scott opened his Insurance Agency to a family affected by the flood, allowing them to stay there for six weeks while their home underwent repairs.

“We are thrilled to finally make this joint venture a reality. We saw firsthand why it is so important to have the proper coverage for your home and other assets and why having someone you can trust help you determine what insurance you need is vitally important to your future,” said Banks. “We love this town and look forward to being Baton Rouge’s No. 1 resource for expert counsel and more choice as Brightway Agency Owners.”

Born and raised in Baton Rouge, Scott comes to Brightway with 17 years of insurance experience, including the last five years as Owner of Goff Insurance Agency in Baton Rouge. Scott served in the U.S. Air Force and attended Southern University in Baton Rouge. He and wife, Tracey, of 17 years have three children. Scott attends St. Jude Catholic Church in Baton Rouge. As a local insurance expert, Scott is eager to provide more choice to his customers as a Brightway Agency Owner.

Banks, who also grew up in Baton Rouge, comes to Brightway with 16 years of banking management experience. In his last position, he was a Branch Manager at Regions Bank. He earned a Bachelor of Science in Business Management from Southern University, and a Master in Business Administration from Clark Atlanta University in Atlanta, Ga. He is a member of the National Black MBA Association and Toastmasters International. Banks enjoys community service as a member of the Kappa Alpha Psi Fraternity. A resident of Baton Rouge, Banks looks forward to ensuring the community he loves and respects has total protection of their assets, as a Brightway Agency Owner.

“Having seen the allegiance to their hometown, especially in a time of crisis, we know we have great partners in our newest Agency Owners, Chris Banks and John Scott,” said Brightway President, Talman Howard. “They have the industry and financial backgrounds to provide local, expert counsel to their customers and, with Brightway’s support, will have access to more than twice as many insurance carriers than their competitors.”

Brightway, The Concord Agency is located at 5733 Essen Lane, Suite D-3 in Baton Rouge (near the Anselmo Lane intersection). The agency offers customized Home, Condo, Renters, Auto, Flood, RV,

Motorcycle, Boat, ATV and Umbrella insurance policies from more than 20 insurance carriers including Appalachian Underwriters, Bankers and Progressive.

### **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 company began franchising operations in 2008 and has since grown to more than 700 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 Concord Agency, visit [BrightwayConcord.com](http://BrightwayConcord.com) or call 225-505-0873. Learn more about franchise opportunities with Brightway Insurance at [BrightwayDifference.com](http://BrightwayDifference.com).

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