

For Immediate Release

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Brightway Insurance revamps Brightway.com
- New website is mobile-friendly and easy to navigate -

JACKSONVILLE, Fla. (Dec. 15, 2016) — Brightway Insurance agencies represent more than twice as many insurance companies than other agents do. Helping consumers effectively shop the market by contacting a Brightway agent to start a quote can ensure they get the package of customized coverages they need at the prices they want. That’s why the “Start a Quote” function on the company’s website is critical. Brightway Insurance today unveiled a brand new Brightway.com that features a mobile-friendly platform and a prominent “Start a Quote” function. Consumers will find it easier than ever before to find a local Brightway agency, learn about the coverages offered and receive expert counsel while getting a quote from a local Brightway agency.

Brightway is the nation’s seventh largest privately held Personal Lines independent insurance agency.

“As we grow our brand and expand our footprint throughout the U.S., it’s important that our website provides consumers with a useful and pleasant experience and connects them with our local insurance experts,” said Brightway President, Talman Howard. “Nearly half of the quote requests we receive online come through Brightway.com, so it’s important that we make a good impression from the very beginning of a consumer’s experience with us.”

Brightway.com is responsive to most screen devices, such as tablets, so consumers can shop on whatever device they have access to. Also, existing customers will be better served by a complete list of insurance companies we partner with, as well as direct access to Brightway’s Service Center through telephone, email and live chat.

The renovation of Brightway.com is the third and final phase of Brightway’s complete overhaul of its websites. In December 2015, the company completed the first phase when it launched new websites for each of its agencies. In October, the *Jacksonville Business Journal* awarded Brightway the 2016 Tech Innovation Award for the Best Business Generating Website because the new sites tripled webleads for Brightway agencies. The second phase was complete in April 2016, when the company launched a new BrightwayDifference.com site that provides information prospective Agency Owners need to know about reaching their potential with the company.

Brightway Agency Owners enjoy support from a team of more than 200 insurance professionals in customer service, carrier relationships, marketing, accounting and technology, which frees up their time to focus on leveraging the broadest possible selection of insurance companies to meet each customer’s unique needs. As a result, Brightway agencies consistently outsell other agencies two to one.

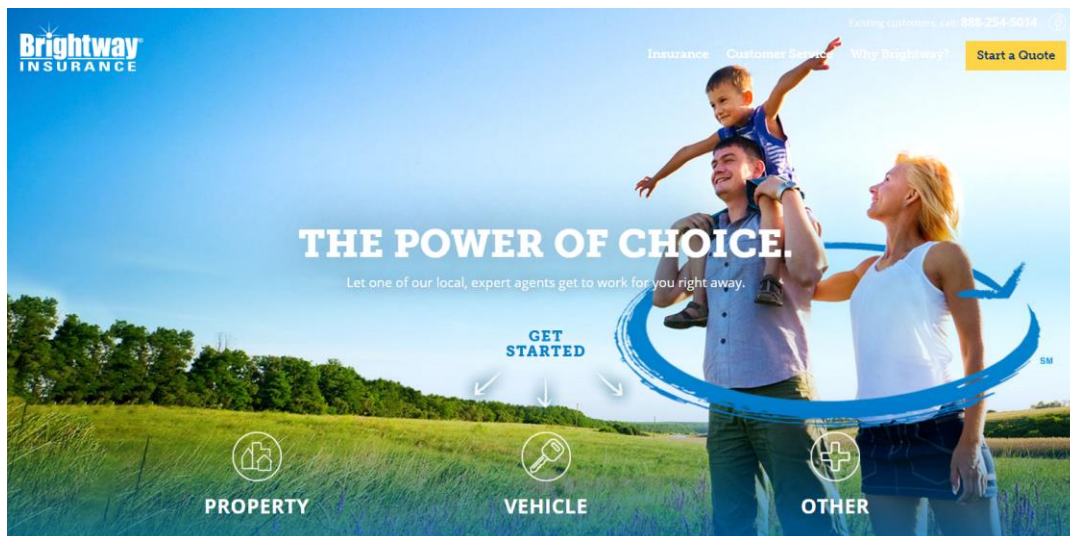
About Brightway Insurance

Brightway Insurance is a national property/casualty insurance retailer selling through a network of franchised independent agencies throughout the country. With more than \$433 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 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](#). Learn more about Brightway at [Brightway.com](#), and find us on [Facebook](#) and [LinkedIn](#).

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