

PRESS RELEASE

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InsureZone Direct Announces Expansion Into Florida

Jacksonville, FL November 21st, 2014 – Fort Worth, Texas based InsureZone, a national brokerage and agency network and a leader in insurance technology, announced today the launch of their Florida InsureZone Direct (IZD) agency alliance operations designed to give an exclusive opportunity to small and mid-sized independent insurance agencies offering them products, tools and support needed to compete with larger brokers and direct writers.

“Florida is a unique state for insurance companies. The geography, among other underwriting challenges, has limited groups like ours from doing business in the state,” said Ed Gillman, company president and third generation insurance agent. “What was needed was local experience which would allow us to access the markets we needed to be successful. The hiring of David Wilson brought us the last piece we needed. Our team brings decades of Florida agency and carrier knowledge and relationships to our agent partners. We want to share our experience and success in order to help agents build the most profitable, efficient and respected agencies possible.”

InsureZone Direct offers experienced insurance professionals an array of tools they need to operate their business. Some call that an “agency in a box.” But in reality we find that description limits the depth that InsureZone brings to the table. Access to the best national and regional home, auto and commercial carriers, real independence as the agency owns their book of business, strong service and support, training, and a comprehensive suite of technology tools that make the job of selling and servicing a policy just plain easy. “We don’t believe in separating the agent from their client by moving the service work away from the local office,” adds Gillman, “we have simply invented a way to make doing the service work simple and efficient for our agents so they have more time to sell and prospect.”

IZD’s Florida Division is headed up by David Wilson, a long time Florida insurance agent and agency advocate who has deep ties with hundreds of agents and insurance companies in the Sunshine State. “I have been thrilled by the positive response of our carrier partners,” said Wilson. “Our conversations in the state with agents and carriers are giving IZD tremendous momentum as the friendly, fair alternative to the other organizations that are in the agency aggregation space,” Wilson continued. We have also discovered that several of Florida’s top carriers are

expanding into other states where we already have established networks of agencies so we are able to help them grow much faster.”

John Pergande, InsureZone CEO, elaborates further, “what distinguishes us from the crop of networks and franchises in Florida is that our partner agents actually own their book of business. They grow and market under their own names and we don’t keep a large percentage of their commissions.” “We are often asked ‘what’s the catch,” said Gillman. “There is no catch however we are very patient when choosing agency partners. Our agents are dedicated professionals. We are only looking for 50 agencies in Florida and expect our opportunities for partnerships will fill up quickly,” he added.

With their strong commercial success, IZD plans to help personal lines agencies diversify their books by writing profitable business insurance.

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