



TOWER HILL COMMERCIAL LINES PARTNERSHIP SPOTLIGHT: ATLAS INSURANCE

October 3, 2013

Based in Florida, Tower Hill Insurance Group's products are marketed exclusively through its network of insurance agencies throughout the state. Since the company's founding in 1972, more than 1.7 million Florida customers have chosen Tower Hill to protect their homes and businesses. Tower Hill offers homeowners, mobile homeowners, dwelling fire, condominium, renters, commercial and flood coverage.

*This month we are pleased to spotlight one of our Commercial Lines agency partners, **Atlas Insurance**. Less than 5 years after receiving a Commercial Lines appointment with Tower Hill, the agency has obtained the profitability and production to reach our Tower tier.*

Year-to-date in 2013 the Atlas staff has written over 45 new commercial accounts with us. We greatly appreciate the agency's partnership and recognize their significant contribution to our organization.



ATLAS INSURANCE
THE TRADITION CONTINUES

ATLAS INSURANCE

Atlas Insurance has proudly protected families and businesses for 60 years, remaining firmly rooted in the Sarasota area while expanding regionally over the years. Since opening their doors in 1953 as a two-person office they have grown to nearly 40 employees. Today Atlas Insurance is a full-line independent agency serving clients across the country and representing a national network of carriers.

Now in their third generation of time-tested and proven family leadership, the concept of family is the foundation of their agency culture. This stems from the shared values of agency President Robert W. Brown and long-time partners, Darren Howard and Tom Kochis, all of whom demonstrate a strong devotion to family and the community in which they live. These same values translate to their everyday business approach. "People stay with us because we focus on keeping the promises we've made," says Rob Brown. "We deal with our friends and neighbors, and we want to be able to look them in the eye."

In 2009, Atlas became a Tower Hill Insurance Group partner. As additional Tower Hill programs and opportunities became available, the partnership steadily grew and Atlas reached the Tower Agent tier in 2013. When asked about their partnership with Tower Hill, Atlas attributes their success to the following: really listening and learning about Tower Hill's

new business appetite and program niches; qualifying the agency's insureds for their various programs; and building a solid relationship with their marketing and underwriting partners at Tower Hill.

Communication is a key element of success. Agents want to know they have a two-way partnership with a carrier that listens and seeks genuine dialogue, rather than just giving marching orders.



Atlas Insurance's Sales Team

In addition to providing quality insurance services, Atlas is very involved in charitable efforts to give back to their community. In celebration of their 60th anniversary, this year the agency has dedicated special attention to this effort; in March they sponsored "Atlas Operation Bag Drop," sending 60 bags of appreciation to U.S. troops overseas. In September, the agency partnered with Sarasota County's International Coastal Clean-Up Day to help keep area beaches clean. Since 2008 they have sponsored on-site blood drives for Suncoast Communities' Blood Bank and strive to reach the 60-pint donation level for this year alone.

Later this month, the agency will partner with The American Cancer Society's Making Strides Against Breast Cancer Walk to help raise Breast Cancer Awareness. Atlas Insurance plans to continue these efforts and proudly looks forward to growing and serving their community for the next 60 years.

If your agency would like to be considered for one of our upcoming agency spotlights, please contact your Commercial Lines Marketing Representative to learn more.



To Protect Your Castle, Look to the Tower.®



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