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Smart Choice® Surpasses All Previous Growth Records in 2017

HIGH POINT, N.C. (January 30, 2018) – Growth in 2017 surpassed every annual record set by Smart Choice since the company’s inception in 1994. With the addition of 1160 new agency partners last year, Smart Choice now serves over 6,200 agency partners nationwide. The company also experienced over 30 percent gross revenue growth for the year, an increase from 18 percent revenue growth in 2016. This makes the third straight year of double digit growth for Smart Choice.

To serve the growing agency base Smart Choice continues to invest with the creation of three new management positions in the home office, additional staff for their Smart Start divisions, and a number of new Territory Managers. The company has also introduced a number of incentives for agency partners, including the official kick-off of a Leadership Club for agents producing above a certain level of business – this club earns agencies the right to 100 percent of their commissions, annual trips and exclusive contests through Smart Choice carrier partners.

“Thirty percent growth is something everyone here is extremely proud of – we worked really hard this year,” said President, Andrew Caldwell. “Our engagement at all levels is a huge focus as we continue to grow, and we will be zeroing in on solutions that increase revenue for our agency and carrier partners. Our focus each and every day remains to deliver on promises and meet the needs of independent agents.”



Smart Choice offers a wide range of products and services to its partner agencies, including access to personal, commercial and life markets, in addition to business builder and business saver products. Currently serving over 6,200 agents in 44 states, Smart Choice has partnered with over 85 nationwide and local carriers.

The Smart Choice® Agents Program is a wholly-owned program of Worldwide Insurance Network, Inc. (WIN), headquartered in High Point, North Carolina. Other divisions of WIN are the Smart Choice® Franchise Corporation, provider of Smart Choice® Insurance Centers. For more information, visit www.smartchoiceagents.com.

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