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Smart Choice[®] Names Steve Ford Vice President of Commercial Lines

HIGH POINT, NC (April 28, 2015) – Steve Ford joined the Smart Choice team as the new Vice President of Commercial Lines on April 6, 2015.

Ford has served in a wide variety of capacities since his start in the industry in 1994, most recently as District Manager for Grange Insurance Company since 2009. As a Senior Territory Manager for Grange from 2005 to 2009, he ranked first in new agent appointments in 2005 and 2007. In Ford's twenty year career, he has worked in commercial claims underwriting, in the claims field, and in marketing management. Ford's extensive experience in assisting agencies with developing targeted marketing strategies to achieve growth made him an attractive addition to Smart Choice, as the company looks to expand its commercial lines program.

"I'm excited to get started with Smart Choice. There is an opportunity to help agents expand their books of business through the addition of commercial lines products. We are going to offer more training and support to get agents comfortable writing commercial lines business. The variety of programs offered by Smart Choice will allow agents, regardless of experience, to be successful." said Ford.

"We are pretty excited to see what Steve will be able to do with our commercial program," said President, Andrew Caldwell. "He has an incredible amount of knowledge and



experience in this industry, and we think his talents will serve to mentor both our agents and field staff. Steve is a great addition to our team.”

Steve holds a B.S. in Marketing and Consumer Economics from Southern Illinois University, and an M.B.A. from the Keller Graduate School of Management.

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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