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Smart Choice[®] Names New North Carolina State Director, Chris Reisdorf

HIGH POINT, NORTH CAROLINA (February 19, 2018) – Smart Choice[®] has named Chris Reisdorf, formerly of All Risks, to lead the company’s efforts in North Carolina as State Director.

A twenty-five year veteran of the insurance industry, Reisdorf has an extensive knowledge and background in a number of areas including marketing, sales, underwriting, and wholesale and commercial markets. Most recently he was the Vice President of Agency Relations in charge of National Strategic Partnerships for All Risks, Ltd., an independent wholesale insurance broker. Prior to his time at All Risks, he served as Vice President of Marketing at Tapco Underwriters, Inc.

“Chris is someone we’re really excited to bring on in North Carolina,” said Smart Choice President, Andrew Caldwell. “We have a lot of new initiatives and opportunities underway for our agents in 2018, and Chris has such a deep, multi-faceted knowledge of the industry, that bringing him in to further develop our programs here was a logical decision. His experience will be an asset to agents on so many different levels.”

Reisdorf added, “I’m eager to get started in North Carolina, and I look forward to being an asset to our agency partners in all areas of their agency business. I’ve owned my own agency, and I know first-hand the challenges owners face in this marketplace. Smart Choice is uniquely



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positioned to meet the needs of agencies at a variety of different experience levels, and I'm excited to be a part of it."

Reisdorf will join a dynamic leadership team at Smart Choice as they continue to expand their agency base. The company is currently partnered with 6,300 agencies across the nation, and experienced 25 percent growth in January.

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The Smart Choice® Agents Program is a wholly-owned program of Worldwide Insurance Network, Inc. (WIN), headquartered in High Point, North Carolina. They currently serve 6,300 agency partners in 45 states. For more information, visit www.smartchoiceagents.com.

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