



## Company Fact Sheet

**Security First Insurance Company is ranked 6th in the Top 10 Personal and Residential Insurance Companies in Florida by the National Association of Insurance Commissioners.**

The company has grown to serve more than 145,000 Florida homeowners and offers the most technologically advanced systems and services in the industry. Security First Insurance was the first homeowner specialist in the U.S. to develop an iPhone app. Earlier this year, the company launched the industry's first intelligent home inventory system, My Choice Home Protection, helping homeowners and insurance agents determine a more accurate estimate of personal property coverage. Security First Insurance is headquartered in Ormond Beach, Florida employing more than 60 insurance professionals. With a strong commitment to Florida—the company focuses on initiatives that support and protect Florida residents and communities.

### Fast Facts:

- Established in 2005
- Founded by former Florida Senator, Locke Burt, and his business partner, Harry Bleiwise
- Offers homeowners (home, condo, renters) and dwelling fire insurance policies
- President and Chairman: Locke Burt
- Medium-size business with 62 company associates (as of January 10, 2012).
- Privately-owned

### Our Mission:

Provide Floridians with financially sound, fairly priced, comprehensive insurance protection for their homes, conveniently available through multiple sources statewide, and supported and serviced by Florida-based insurance professionals with an understanding and appreciation for the unique concerns of each individual customer.

### Our Commitment to Florida - 2010/2011 Highlights:

- Supporting Our Military: We are one of two main corporate sponsors of Operation Homefront Florida's 2011 Hero Campaign. Operation Homefront Florida provides financial assistance and counseling to military service members and their families.
- Supporting Cancer Research: We partnered with the Central Florida affiliate of the Susan G. Komen For the Cure foundation and sponsored their 5K race for the cure event. Security First Insurance had a team of employees who also participated.
- Supporting Local Communities: We provided support to more than 25 non-profit organizations and schools in Florida who focus on positively changing the lives of local children, families and people living with disabilities.

### 2011 Financial Highlights:

- Annualized Written Premium grew 29% in the second quarter of 2011
- Policyholder Surplus: \$26,568,362
- Security First Insurance is one of a handful of companies offering homeowners insurance in the state who can withstand multiple hurricanes. If the four hurricanes that made landfall in Florida in 2004 were to occur today, Security First Insurance would lose less than 30% of policyholder surplus. We have the financial stability to take care of our policyholders, pay future claims and continue to grow our business.

For more information about Security First Insurance Company, please visit [www.SecurityFirstFlorida.com](http://www.SecurityFirstFlorida.com).