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Security First Insurance Celebrates 20 Years of Service

Ormond Beach, FL – April 7, 2025— Security First Insurance, a leading private homeowner’s insurance company in Florida, proudly celebrated its 20th anniversary this weekend, marking two decades of unwavering commitment to Floridians. To honor this significant milestone, the company hosted a fun event at its Ormond Beach headquarters, bringing together employees and their families for a day of celebration with live music, a petting zoo, face painting, games and food.

A Legacy of Trust and Protection

Founded on a rich heritage of over 120 years in the insurance industry, Security First Insurance has consistently prioritized the needs of its customers. Over the past 20 years, the company has navigated numerous industry challenges and changes, evolving from a small team to a robust organization of nearly 400 dedicated insurance professionals. Today, Security First stands as one of the largest homeowner’s insurance providers in Florida.

Locke Burt, CEO of Security First Insurance, remarked, “Our journey over the past 20 years has been extraordinary. From binding our first policy on April 5, 2005, to becoming a leading provider in Florida, our unwavering focus has always been on delivering exceptional service and protection to our customers.”

Melissa Burt DeVriese, President of Security First Insurance, added, “As a family-owned and operated business, we take immense pride in our legacy and the trust our customers place in us. Our commitment to providing strategic and responsive claims solutions, and customer service have been the cornerstone of our growth and success.”

In an industry where many companies have faced insolvency, Security First Insurance has demonstrated remarkable resilience and stability. Locke Burt emphasized, “Twenty other Florida homeowners insurance companies have gone bankrupt in the past 20 years, but we have the

people and the financial resources to survive and thrive. We are excited about the future of Florida and the future of Security First.”

Looking ahead, Security First Insurance remains dedicated to providing exceptional service and innovative solutions to meet the evolving needs of Florida homeowners. The company will continue to deliver on its promise to be there for its customers, storm after storm, year after year®, ensuring that every policyholder feels valued.

About Security First Insurance

Headquartered in Ormond Beach, Fla., Security First Insurance is built on more than 100 years of history and experience in the insurance industry. The company has an acute understanding of Floridians’ vulnerability to natural catastrophes. Its President, Melissa Burt DeVriese, is one of a few female presidents of a homeowner’s insurance company in the State of Florida and one of a handful in the nation. CEO and former U.S. Senator, Locke Burt, affords the distinct advantage of shaping Florida’s homeowners insurance market through insurance law reform. The company serves hundreds of thousands of policyholders living across the state, storm after storm, year after year®.

Security First Insurance has been assigned a Financial Stability Rating® (FSR) of A, Exceptional, from Demotech, Inc. and is strongly committed to improving Florida’s homeowners insurance market and initiatives that support and protect residents and communities of the Sunshine State.

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