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Security First Insurance Launches Signature+ HO3: A New Standard in Homeowners Insurance

Ormond Beach, FL – May 19, 2025 – Security First Insurance is proud to announce the launch of **Signature+ (HO3)**, a redesigned homeowners insurance product that brings greater flexibility, stronger protection, and meaningful savings to today's homeowners. Available as of **May 17, 2025**, this enhanced policy reflects what matters most to families: more choices in coverage, reduced rates, and additional discounts.

Signature+ (HO3) offers homeowners several benefits, including the ability to reduce out-of-pocket costs with a Disappearing Deductible. It also allows them to tailor their coverage to better match their lifestyle and take advantage of valuable new discounts, such as the Military and First Responder Discount and the Multi-Policy Discount. While rates vary across the state, the average rate decrease is 10.6%. Additionally, Security First is expanding the availability of this product to include homes in areas that were previously ineligible.

“At Security First, we constantly look to update our products to meet the needs of Floridians,” said Melissa Burt DeVriese, President of Security First Insurance. “Signature+ (HO3) offers more options for personalized coverage and additional discounts - at a reduced rate, helping Floridians protect their home while saving money. It’s about delivering value people are asking for.”

Signature+ (HO3) highlights:

- **Claim-Free Rewards:** Disappearing Deductible on AOP and Water coverage that lowers your deductible the longer you go without a claim.
- **Flexible Coverage:** Customizable personal property and limited water damage limits to match your specific needs.

- **New Ways to Save:** Exclusive discounts for multi-policy holders, smoke detectors, and military/first responders—making protection more affordable for those who give back.

“We set out to create a policy that solves real problems,” said Bob Ketchum, Senior Vice President of Product + Underwriting. “From the rising cost of repairs to the unpredictability of severe weather, our Signature+ (HO3) policy is designed to offer practical solutions and meaningful protection for the challenges homeowners actually face. It’s built for today, with an eye on the future.”

The new program is available for new business as of May 17, 2025. Existing customers also have the opportunity to rewrite into the enhanced coverage. With its modern approach to protection and affordability, Signature+ (HO3) redefines what homeowners can expect from their insurance, making it easier than ever to safeguard what matters most.

In addition to Signature+ (HO3), Security First Insurance offers a full suite of property insurance products—including renters, condo, and dwelling fire coverage—tailored to meet the evolving needs of Florida residents.

For more information or to request a quote, visit www.SecurityFirstFlorida.com or contact Security First Insurance at 866-999-5545.

About Security First Insurance

Headquartered in Ormond Beach, Florida, Security First Insurance protects what matters most to hundreds of thousands of Floridians. Since opening its doors in 2005, the company has grown from a small startup into one of the state’s largest and most trusted homeowners insurance providers—backed by over a century of insurance expertise and a team of nearly 400 insurance professionals who live and work in the communities they serve.

Whether responding to hurricanes, hailstorms, tornadoes or everyday emergencies, Security First has been on the ground—rebuilding roofs, restoring homes, and helping families recover—storm after storm, year after year®. The company’s First Choice Repair Network®, launched to combat contractor fraud and ensure fast, reliable repairs, has become a lifeline for customers facing disaster.

Led by President Melissa Burt DeVriese, one of the few women at the helm of a homeowners insurance company in Florida, and CEO Locke Burt, a former Florida State Senator who helped shape key insurance legislation in Florida, Security First combines deep policy expertise with boots-on-the-ground responsiveness. It’s not just about writing policies—it’s about redefining what it means to show up for Floridians in times of need.

With a Financial Stability Rating® of A, Exceptional from Demotech, Inc., Security First continues to invest in solutions to keep Florida's families protected—today and for generations to come.

Follow the company on LinkedIn ([linkedin.com/company/securityfirstmanagers](https://www.linkedin.com/company/securityfirstmanagers)), Facebook ([facebook.com/InsuringFloridaHomes](https://www.facebook.com/InsuringFloridaHomes)), visit [SecurityFirstFlorida.com](https://www.SecurityFirstFlorida.com), or on Instagram ([instagram.com/securityfirstins/](https://www.instagram.com/securityfirstins/))

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