

Regions Insurance Expands in Florida with the Addition of the Teaberry Health and Welfare Benefits Practice

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ST. PETERSBURG, Fla.--(BUSINESS WIRE)-- [Regions Insurance](#), an affiliate of [Regions Bank](#) (NYSE:RF), announced Tuesday the establishment of a Regions Insurance office in Florida.

The office was established as John Pickard and team, previously of Teaberry Health and Welfare Benefits Practice in St. Petersburg, officially joined Regions Insurance¹.

"We are very happy to be a part of the growth of Regions Insurance," Pickard said. "For years, our team has worked with clients to customize insurance options based on their unique needs. By joining Regions Insurance, we can provide additional resources to our clients while also serving more people and more companies throughout Florida."

Pickard, a 25-year insurance veteran, will serve as CEO of Regions Insurance of Florida and plans to oversee future expansion within the state. He will also continue to lead the St. Petersburg team, which specializes in [employee benefits](#).

"Regions Insurance is the sixth-largest insurance broker based in the Southeast," said Curren Coco, president and CEO of Regions Insurance Group. "We strongly believe in the significance of the Florida marketplace and are pleased to be entering the area with an experienced employee benefits team. We will be looking to expand our Florida team to broaden our range of services and continue our growth as a dominant, full-line regional broker."

Regions Insurance serves customers across the country through a growing network of offices throughout the Southeast, Texas, and Indiana. In addition to employee benefits services, Regions Insurance also provides [business insurance](#) and [individual insurance](#) options.

Additional expansion of Regions Insurance in 2014 has included new offices in Dallas, Texas; New Orleans, La.; and Athens, Ga. Regions Insurance has also expanded its employee benefits practices in Memphis, Tenn.; Jackson, Miss. and Nashville, Tenn.

Pickard established the Teaberry office in 2008, having previously served as managing director for the Tampa office of a national broker since 2001. Pickard has completed the Certified Employee Benefit Specialist Curriculum (CEBS), a program established and maintained through the Wharton School of Business and the International Foundation of Employee Benefit Plans (IFEBP). Additionally, Pickard received the Chartered Life Underwriter (CLU) designation. Pickard is standing technical advisor for the IFEBP employer and agency health and welfare development program.

¹ *Regions Insurance has entered into an agreement with Teaberry Health and Welfare Benefits Practice to obtain the firm's personnel and accounts. Financial terms of the agreement are not disclosed.*

About Regions Insurance

Regions Insurance, an affiliate of Regions Bank, is ranked among the top 30 U.S. insurance brokers and is the sixth largest insurance broker based in the Southeast. Regions Insurance offers comprehensive insurance solutions and risk management services for businesses and individuals through more than 600 insurance professionals. Additional information about Regions Insurance and its products and services can be found at www.regionsinsurance.com.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$119 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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