

Regions Insurance Opens Second Office in Florida with the Addition of Ronald F. Holehouse Agency

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ST. PETERSBURG, Fla.--(BUSINESS WIRE)-- [Regions Insurance, Inc.](#), an affiliate of [Regions Bank](#), today announced that Ronald F. Holehouse Agency founder Ron Holehouse, along with Jake Holehouse and the 11-person Holehouse Agency team, have joined Regions Insurance¹.

The Ronald F. Holehouse Agency (the Holehouse Agency) was established in 1979, writing personal insurance as well as insurance for small and medium-sized businesses. The agency has developed industry-leading expertise in specialty areas including flood insurance, high-value homeowner products, condominium association master policies and restaurants. Holehouse Agency team members have served as consultants to help develop private placement flood products for Bankers Insurance Group, and Homeowners Choice. The firm is also one of a few select providers of Lloyd's of London private placement flood products in Florida.

"We are pleased to expand our personal and business insurance capabilities, as well as our presence in Florida through the addition of the Holehouse Agency," said Curren Coco, CEO of Regions Insurance. "Ron and his team have extensive experience meeting the unique insurance needs of individuals and businesses in coastal markets, particularly in the flood insurance space. Our agreement with the Holehouse Agency is the latest example of how we continue to expand the scope and reach of Regions Insurance."

Ron Holehouse and Jake Holehouse have made significant contributions in conjunction with recent developments in the flood insurance market. They worked closely with Florida State Senator Jeff Brandes to craft the recently passed SB 1094 which provides consumers additional choices in flood insurance protection by streamlining and expanding opportunities for private flood insurance. Additionally, the Holehouses are widely seen as leading resources for information on the Biggert Waters Flood Insurance Reform Act of 2012 and serve on a number of governmental and municipal flood boards and committees throughout Florida.

"Joining an organization like Regions Insurance allows us to provide additional resources to our clients and the opportunity to grow with an industry leader," said Ron Holehouse. "Regions Insurance shares our firm's commitment to protecting and improving our clients' lives by offering guidance and counsel. Our insurance professionals have many years of experience providing specialty insurance services and we are proud to be a part of the Regions Insurance team."

Ron Holehouse is president-elect of the Downtown St. Petersburg Kiwanis Club and serves on the Planning Board of the City of St. Pete Beach. Ron Holehouse attended St. Petersburg College. Jake Holehouse is an active member of the Downtown St. Petersburg Chamber of Commerce. He graduated from Florida State University. He is currently in the Florida State MBA program and has recently completed the C.P.C.U. designation.

Regions Insurance opened its first office in Florida at the end of 2014. Over the past 18 months, Regions Insurance has expanded by opening 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.

Regions Insurance serves customers across the country through a growing network of offices throughout the Southeast, Texas and Indiana. In addition to business insurance and individual insurance options, Regions Insurance also provides employee benefits services, Private health insurance exchanges, and captive insurance solutions.

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 \$122 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 1,650 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.

¹ Regions Insurance has entered into an agreement with the Ronald F. Holehouse Agency to obtain the firm's personnel and accounts. Financial terms of the agreement are not disclosed.

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