

FOR IMMEDIATE RELEASE

Freeway Insurance Launches New Employee Training Program, Augmenting Company's Employee Education Opportunities

HUNTINGTON BEACH, Calif., April 30, 2015 — Freeway Insurance, one of the largest personal lines and small commercial insurance brokers in the United States, is launching a new employee onboarding program, adding to the company's recently launched sales and leadership curriculum. The program, consisting of three distinct phases over a six week period, instructs new hires in all aspects of insurance sales. It is the latest development in Freeway's initiative to provide the highest quality training and development for its sales staff.

"As Freeway expands, these robust programs reflect the company's dedication to excellence in every area. It's our priority to provide our staff with the resources they need to become experts in their fields, and to thrive," said Darrin Silveria, Freeway Insurance's Chief Sales Officer. "Providing employees with rigorous training also benefits our customers, who in turn receive exceptional service from industry experts."

Phase 1 of the onboarding program prepares new hires for licensure. Phase 2 provides training on insurance products, policy types, and all aspects of the sales process. In Phase 3, employees must complete a four week roadmap involving skills practice with branch and district managers, as well as general implementation of training principles.

Whereas the employee onboarding program was specifically developed for new hires, *Confie University*, launched last year, provides sales and leadership training to existing sales staff. (Freeway Insurance is owned by parent company *Confie*.) Courses offered include *Branch Operating Excellence*, *Coaching 101*, and *Advanced Supervisor Skills*. According to Silveria, the program incentivizes employees to advance to higher levels so that they continue to develop their skills and industry knowledge.

For more information about Freeway Insurance, visit www.freewayinsurance.com.

About Freeway Insurance

Freeway Insurance, Inc., established in 1987, is one of the largest privately-owned insurance brokers in the United States. As one of the fastest-growing nationwide insurance distribution companies, Freeway offers insurance policies that provide coverage throughout the United States. The Company is constantly researching, growing and diversifying product offerings to stay responsive to the ever-evolving insurance market. Freeway offers a wide range of plans, from the most basic to premium plans, in auto, truck, commercial vehicle, fire, flood, homeowners, renters, small commercial, motorcycle, motor home, ATV, watercraft, and boat insurance products. In 2008, Freeway Insurance partnered with Confie, a California-based national insurance distribution company. Today, Freeway Insurance services customers through 77 offices. Freeway consumers access Freeway Insurance through neighborhood Freeway offices as well as by visiting www.freewayinsurance.com or calling (800) 300-0227.

Contact:

Mariana Small
VP, Marketing Operations & Branding
6380 Wilshire Blvd. Suite 1400, Los Angeles, CA 90048
T 323-782-7593 | E mariana.small@confie.com
###