

# Electric Insurance seeks to add agents in Conn., Maine and N.H.

Copyright. InsuranceTimes™ © 2003 by M&S Communications, Inc. All rights reserved. October 14, 2003

LYNN, Mass. — Electric Insurance Co., which provides its agencies with a web-based, real-time tool to quote and bind coverages, is expanding its reach to “selected, experienced” agents in Connecticut, Maine and New Hampshire along with Ohio, Wisconsin and Indiana.

Emily Hayden, manager of public relations, said over the next 16 months Electric hopes to have about 150 agents in 15 states which also include Nevada, New Mexico, Iowa, Utah, Pennsylvania, and Virginia.

“We’re aggressively looking,” said Hayden, “But we’re being very stringent. We’re not looking to be in every agency on every street corner.”

Hayden said Electric’s goal is to be in 15 to 20 agencies per state. At this point Electric has 15 agents in four states, including The Cross Agency in Maine and Kaye in Connecticut.

Jim Miller, president of the Miller Agency in Shelton, Conn. , said that as one of Electric’s first independent agency partners, he is enjoying the opportunity to influence new processes.

“We look forward to a long relationship with Electric Insurance,” he said.

Electric is a national writer of personal lines. It was originally established in 1966 to serve General Electric employees but more than half of its policies are now held by customers with no ties to GE.

Hayden is confident about Electric’s future. “I would say that we’re planning for our independent agency channel to be a significant contributor to our overall bottom line by 2004,” she said.

Interested agents can e-mail [agents@electricinsurance.com](mailto:agents@electricinsurance.com) □