



PRESS RELEASE

For Immediate Release

Media Contact: Gary Kimball
Kimball Hughes Public Relations
610-559-7585
gkimball@kimballpr.com

Harvey Insurance Group Rebrands as AssetSure®

New name reflects agency's expertise in protecting the financial assets of customers through alliances with financial planning professionals.

WEST CHESTER, PA—July 17, 2019—Harvey Insurance Group, LLC (HIG), a leading independent insurance agency, today announced it has changed its name and brand to [AssetSure®](#) to more accurately reflect the company's expertise in protecting the financial well-being of clients through alliances with financial advisors and wealth managers.

For nearly 40 years, the agency has served the ever-evolving property and casualty insurance needs of a diverse and growing client base. During this time, the agency also developed a niche by working with financial advisors and wealth managers across the country to protect their clients' personal and sometimes-underserved assets.

"By partnering with financial planners and wealth managers, AssetSure is able to adjust any personal lines coverage to ensure their clients have adequate, well-considered insurance protection for their personal assets, at the most competitive premiums available," said Tara Bramwell, AssetSure agency manager. "Now, the AssetSure name and brand will clearly embody this trusted insurance protection and help us grow our distribution channel through these financial planning professionals."

Along with expanding these specialty services, AssetSure will also continue to provide a wide range of clients with insurance coverage for their businesses, automobiles, homes, boats, aircrafts and valuable articles. Coverage is available in 47 states through leading insurance carriers.

This AssetSure name and brand will be phased in over the next several months as the agency develops a distribution channel through financial advisors and wealth managers along the East Coast and across the country. The agency, its staff and office location will remain the same.

AssetSure can be reached at info@assetsuregroup.com.

About AssetSure

Founded in 1977 as Harvey Insurance Group, AssetSure (www.assetsuregroup.com) is an independent insurance agency working in conjunction with leading financial services professionals across the country to provide relevant insurance solutions for their clients' personal assets. AssetSure also provides personal and commercial insurance coverage for businesses, automobiles, homes, boats, aircrafts and valuable articles, and is available in 47 states through leading insurance carriers.

-END-