

Brightway Insurance

Franchise Summary

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Category: Financial Services

Subcategory: Insurance

Corporate Office: Jacksonville, FL 32256

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Website: <https://americasgreatestfranchises.com>



Franchise Fee: \$25,000

Royalties: 0

Cash Investment: \$50,000

Total Investment: \$42,100 - \$159,000

NetWorth: \$0

VetFran: No

Veterans/Minorities/First Responders Discount: Yes, 10%

Home-based: No

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 2003

Franchised: 2008

Additional Details

Brightway offers entrepreneurs a unique opportunity to build a scalable, recurring-revenue business in one of the nation's most stable and essential industries: insurance. Auto and homeowners coverage are required by law or lenders, creating a reliable baseline of demand regardless of economic conditions. Beyond that, policies such as renters, umbrella, life, and commercial insurance provide natural cross-sell opportunities tied to key life and business milestones. This consistent, need-based demand makes Brightway a recession-resistant business with predictable, long-term revenue potential.

Unlike many franchise models, Brightway agencies are structured to generate **recurring income year after year** through policy renewals. As your client base grows, so does your revenue — without the need to constantly sell new products or services. Brightway supports owners in recruiting and developing a team of licensed producers, who act as your revenue engine. These sales professionals focus on generating new business and nurturing client relationships, while Brightway's centralized support and proprietary technology platform handle quoting, servicing, marketing, accounting, and carrier management.

The result is a highly scalable business model designed for growth-oriented entrepreneurs. With Brightway, you're not just building a local agency — you're creating an asset with real enterprise value and strong acquisition appeal. Clean financials, transferable books of business, and high client retention make Brightway agencies attractive to private equity buyers, strategic acquirers, and other investors.

WHY Brightway Insurance?

At the heart of Brightway's success is a business model built for growth. Owners focus on strategy, leadership, and expansion while Brightway's team assists in recruiting and training licensed producers.

Brightway's promise is clear: **Grow faster with us than you could anywhere else.** Our proven model combines the stability of a \$1.4 trillion, recession-resistant industry with a scalable, recurring-revenue business that builds wealth over time.

A curated brand

Leverage the established Brightway name and our cross-selling support to maximize sales.

Carrier choice

Our dedicated team connects you with top carriers for more policy options.

Proprietary technology

Our proprietary all-in-one platform reduces your

FINANCIAL DETAILS

Franchise Fee: \$25,000

Providing earnings guidance in Item 19 in FDD: Yes

Total investment range: **Single Unit:** \$42,100 - \$159,000

Net worth requirement: N/A

Additional fees: N/A

Financial assistance available: Yes

VetFran program: No

Veterans/Minorities/First Responders

Discount? Yes, Vet's only: 10% off franchise fee

SUPPORT & TRAINING PROVIDED

Training and support program details:

At Brightway, we don't just hand you a playbook—we coach you to win big.

Our dedicated **Learning & Development team** equips you and your producers with the strategies, systems, and skills to scale fast and

quote and binding times for faster conversions and more productivity.

Exceptional service

Our Engagement Center handles client service and retention so you can focus on growth.

Agent community

Join 300+ of the most successful agents in the country sharing their strategies for success.

OUR IDEAL FRANCHISEE

Entrepreneurial spirit

Experience in sales or insurance leadership

Desire to launch with a team and scale fast

Ready to own and grow a lasting legacy

AVAILABLE MARKETS

US markets available: All except noted below
HOT Regions/Desirable: AZ, GA, IN, NC, OH, OK, PA, SC, TN, UT, VA,
NOT available: AK, HI, NY, MD, WA
Canadian Referrals: No
International Referrals: No

BACKGROUND

Year founded: 2003
Year Franchised: 2008
Number of franchises currently operating: 341
Number of International franchises currently operating: 0
Number of corporate owned franchises: 3
Home Based: No
Absentee ownership available: Yes
Semi-Absentee ownership available: Yes
Accepting Master Franchisor and Area Developer Referrals: No
Average number of employees required: 1-3
E2 Visa Friendly: Yes

Last updated: 11/5/2025

build a high-performance agency. From day one, you'll receive **expert-led training and ongoing support** that accelerates growth at every stage.

Here's what you can expect:

Proven growth strategies delivered through one-on-one and group training sessions

Coaching on **referral network building, recruiting, and high-volume sales execution**

Training on how to **maximize Brightway's proprietary tech** to manage your pipeline and boost retention

Guidance on using **social media and marketing automation** to drive leads
Access to our **Engagement Center**, which enhances your customer service experience and frees up your time to focus on growth

Cost for Training: \$100

Lodging and airfare included: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Mentor following training: Yes

Length of mentoring Franchisee:

Ongoing with ownership