

Grow Faster Here Than Anywhere Else

That's our commitment to you.
With Brightway, you're in business
for yourself, but never by yourself.



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.



FUSION TECHNOLOGY:

Our proprietary all-in-one platform reduces your 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.



VISIT OUR WEBSITE

WRITTEN PREMIUM:

\$1.5 Billion+

POLICIES IN FORCE:

500,000+

FRANCHISE LOCATIONS:

300+

FOOTNOTES

1) This representation can be found in Table 1 of Item 19 of Brightway Insurance LLC's Franchise Disclosure Document issued on April 18, 2025 (the "2025 FDD"), which reflects gross commissions generated during the 2024 calendar year by the 270 agencies with at least one full calendar year of operations as of 12/31/24. Please note that this reflects gross commissions paid to franchisees before Brightway retains its share of commission (see Item 6 of the 2025 FDD). Brightway considers an agency to be fully staffed once it has at least three producers, and 110 of the 270 agencies were fully-staffed in 2024. The Bottom 25% of fully-staffed agencies generated an average gross commission revenue of \$196,604, the median fully-staffed agency generated \$655,298 in gross commission revenue and the lowest-performing fully-staffed agency generated \$20,374 in gross commission revenue during the 2024 calendar year. Of the 110 franchises, 10 out of 27 (37%) Top 25% agencies exceeded the Top 25% average, 36 out of 110 (33%) agencies exceeded the overall average, and 16 out of 27 (59%) Bottom 25% agencies exceeded the Bottom 25% average.

This is not an offer. An offer can only be made by Franchise Disclosure Document. Any offering made in connection with a franchise subject to the jurisdiction of New York State can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

Start an Independent Insurance Agency

Elite[™]

Brandon Kolk
Owner since 2018



CONTACT

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**2024 GROSS
COMMISSIONS REVENUE OF
FULLY-STAFFED AGENCIES¹**

TOP PERFORMING AGENCY

\$4,909,765

TOP 25%

\$2,082,043

AVERAGE

\$906,320

13,000+
5-Star Reviews.
One Trusted Brand.



4.9-Star Average Rating =
Higher Conversion Rates

A strong reputation shortens the sales cycle.

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SOME OF OUR MOST SUCCESSFUL AGENCY OWNERS



"Brightway delivers the support that allowed me to move to a new community and start an insurance agency from scratch."

- DIMITRI APOSTLE



"I'm so grateful to be part of an organization that cares so deeply about our success and proactively works with us to find ways to better serve our clients."

- JOSEPH JANICKI



"Brightway is investing a lot into technology and really listening and learning to agency owners on what we are needing and what we believe can help us make our business run more efficiently and help us grow faster."

- RONNIE OATS



"Personally, it means a lot to me being a Brightway agency owner. I love the flexibility and that I can make my own schedule. I love being a part of an amazing community and giving back to it."

- JESSICA WILSON

Franchise Ownership, Simplified

FRANCHISE FEE \$25,000

FINANCING OPTIONS:

Start with a down payment of just **\$10,000** with flexible finance terms.

- **Deferred Payments:** No payments for the first year. Then, pay **\$416.67/month for 60 months**.
- **Zero Interest Option:** Prepay in full before your first scheduled payment- **no interest accrued**.
- **Performance Forgiveness:** Meet key goals in your first year and your remaining balance is **forgiven**.

STANDARD COMMISSION STRUCTURE (ALL NEW AGENCY OWNERS):

80% New Business Commission

50% Renewal Commission

ENHANCED COMMISSION OPPORTUNITY:

Unlock even more earning potential as your agency grows with an **additional 5% commission share on New Business**, bringing your total to **85%**.

FREE UP YOUR TIME WITH BRIGHTWAY

With post-bind support, you keep growing while we handle the service.

- No Service Staff to Manage and Pay – Skip hiring and training
- Retention Support – We engage your clients
- More Time to Grow – Focus on New Business