

FOR IMMEDIATE RELEASE

**VERTUS INSURANCE PARTNERS AND ZURICH TO BRING
HURRICANE DEDUCTIBLE BUY-BACK INSURANCE TO THE TEXAS MARKET**

New Cat4Home product provides Texas homeowners supplemental homeowner protection to cover the high cost of the hurricane deductible and eliminate the out-of-pocket expenses from covered losses following a loss from a Category 1-5 storm

Houston, TX (November 11, 2019) – Vertus Insurance Partners, a Florida-based MGA and provider of specialized catastrophic risk protection insurance products announced today that it will enter the Texas marketplace and provide its homeowners’ hurricane deductible reimbursement products.

Cat4Home, the principal product, will be available by mid-November. Underwritten by Zurich, an A.M. Best carrier (A+ Rated), *Cat4Home* provides true first-dollar coverage in the event of hurricane. It is available for homes valued up to \$5 million and hurricane deductibles from \$1,000 to \$100,000.

To expand its retail distribution footprint in Texas, Vertus is partnering with Insurance Market Solutions Group (IMSG), a Houston-based distributor of insurance products in the Lone Star State. “Texas continues to face the devastation of hurricane risk, most recently from Hurricane Harvey, and there is a need for innovative solutions to help homeowners mitigate those risks. Homeowners insurance is not enough,” said Joseph Braunstein, President of Vertus. “Our expertise lies in understanding insurance market voids and creating leading-edge solutions to address them. We’re excited to bring our proven solution to the state of Texas as we have in Florida, and look forward to partnering with Texas Independent Insurance Agents and other Affiliates to enlighten their clients on the value and benefits that *Cat4Home* offers. Nothing spells hurricane preparedness better than a zero-dollar deductible policy. We will be there to help people recover and get back on their feet in the aftermath of a hurricane.”

“After experiencing a hurricane, the last thing homeowners need to worry about is how they will come up with enough money to cover their hurricane deductible,” said Greg Massey, head of Programs for Zurich North America. “At a time when homeowners in coastal, hurricane-prone states are facing higher deductibles and a greater probability of hurricane and wind damage, Zurich and Vertus are offering an alternative solution to help them better bounce back after a disaster.”

For additional information or to become an Appointed Agent for Vertus products, please contact Gregg Effner at 904-806-5591 or email greggeffner@vertusinspartners.com.

About Vertus Insurance Partners

Vertus Insurance Partners, headquartered in Jacksonville, FL, is committed to developing innovative strategies that protect homeowners and small businesses facing catastrophic risk. Armed with experience, capital and innovation, Vertus brings creative thinking and strategic solutions to serious real-world challenges, as well as solutions for commercial risks. Backed by **Innovisk Capital Partners** (www.innovisk.com), Vertus’ thoughtfully targeted products help people recover quickly and move ahead with their lives. For more information about Vertus, visit www.vertusinspartners.com.

###