

Heritage Insurance Announces the Launch of its Commercial Residential Program

CLEARWATER, Fla., June 2, 2014 /PRNewswire/ -- Heritage Insurance Holdings, Inc. (NYSE: HRTG) is pleased to announce the launch of its new insurance program for commercial residential properties in Florida. The new line will be written by Heritage's wholly-owned subsidiary, Heritage Property & Casualty Insurance Company.



The new line of business will enhance Heritage's expansive product offerings. "We are excited about the commercial residential line of business. We believe there is an excellent opportunity to grow this business and it will diversify our robust suite of product offerings," said Bruce Lucas, Chairman and CEO of Heritage.

The commercial residential program helps to fill a market need. Randy Jones, Commercial President, explained, "In talking with our agent partners, we found there is a very limited market for these properties. Because of their size and overall complexity, many of these properties may not qualify under the typical eligibility guidelines established by other companies. We heard their concerns and responded enthusiastically to help fill a void in this market segment."

The Commercial Division is led by an experienced management team, including Randy Jones, President, and Arlene Luis, Executive Vice President. Randy and Arlene have over 30 years of combined experience in the Florida market and worked at American Capital Assurance prior to joining Heritage. "When we decided to launch our [commercial residential insurance](#) program, we wanted to hire the best management team in Florida. Our Commercial Division is led by Randy and Arlene and they have done an incredible job over the past four months to develop the program."

The new commercial residential line will offer a broad range of commercial products, including coverage for Condominium Associations, Homeowner Associations, Continuing Care Retirement Communities, and Apartment Complexes.

About Heritage Property & Casualty Insurance Company

Based in Clearwater, Florida, Heritage Insurance (NYSE: HRTG) offers home, condominium, rental, and [commercial residential insurance](#) through a large network of experienced independent agents. Heritage Insurance provides homeowners with the highest quality property insurance along with outstanding customer service. For more information, visit Heritage Insurance online at <http://www.heritagepci.com> or call (855) 620-9978.

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