

Heritage Insurance Announces New Program for Policyholders to Start an Insurance Claim Via Text

TAMPA, FL - [September 3, 2025] Today, Heritage Property & Casualty Insurance Company announced a new partnership with Hi Marley that allows policyholders to start an insurance claim simply by sending a text message. At the height of hurricane season and with wildfires impacting communities nationwide, this new option makes it easier than ever for homeowners to begin the recovery process. This is another initiative showcasing how Heritage is here to help when disaster strikes.

Ernie Garateix, CEO of Heritage PCI, said, "At Heritage, our mission is to be there for our policyholders when they need us most. By giving our customers the ability to start a claim with a simple text, we're removing barriers, speeding up recovery, and delivering the kind of convenience people expect today. This partnership with Hi Marley is another example of how we're investing in technology that helps families and communities recover faster after disasters."

With the Hi Marley platform, through text messages Heritage PCI customers can:

- Report losses in their own words through a simple phone call or text message.
- Instantly upload photos, videos, and documents from their smartphones, giving adjusters a head start on evaluating claims.
- Access emergency mitigation services like tarping, water mitigation, or board-ups immediately when damage requires urgent response.
- Stay connected with adjusters through seamless, two-way text conversations, reducing call wait times and accelerating resolution.

This collaboration comes at a critical time. With NOAA predicting another above-average hurricane season and devastating wildfires continuing to displace families, Heritage PCI is proactively investing in technology to better protect policyholders. Looking ahead, Heritage PCI plans to expand its use of Hi Marley's Insurance Cloud through integrations with core systems like Guidewire ClaimCenter, further automating workflows and strengthening resilience during high-volume CAT events

About Hi Marley

Hi Marley is the first intelligent conversational platform built for P&C insurance and powered by SMS. Designed by insurance professionals, Hi Marley enables lovable, convenient conversations across the entire ecosystem, saving carriers money and time while building customer loyalty through delightful interactions. Hi Marley's industry-leading collaboration, coaching, and analytics capabilities deliver crucial insights that streamline carrier operations while enabling a frictionless customer engagement experience. The solution is made for the enterprise; it's fast to deploy, easy to use, and seamlessly integrates with core insurance systems. Through its advanced conversational technology, Hi Marley reduces friction and empowers innovative carriers to reinvent the customer and employee experience. Learn more at www.himarley.com.

About Heritage

Heritage Insurance Holdings, Inc. is a super-regional property and casualty insurance holding company providing personal and commercial residential coverage across the Northeast, Southeast, Hawaii, and California through its insurance subsidiaries and a trusted network of experienced agents. Writing approximately \$1.4 billion in gross premiums, Heritage specializes in protecting policyholders in catastrophe-prone areas. With deep expertise in hurricane, wildfire, winter storm, and severe convective storm response, Heritage is committed to helping families and communities recover quickly when disaster strikes.

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