

## Security First Expands New Underwriting Rule to the West Coast

**Ormond Beach, Florida (April 13, 2009)**— Effective immediately, agents contracted with Security First Insurance can now bind and issue new business offering Catastrophic Ground Collapse Coverage in Citrus, Hernando, Hillsborough, Pasco, and Pinellas counties as well as the five ZIP Codes (34470, 34473, 34474, 34475, 34482) in Marion county that were previously closed.

**“This program has been very successful for our new customers previously insured by State Farm®”**

The Insurance Replacement Coverage Program was previously only available to State Farm® customers. Security First’s Optional Sinkhole Coverage is now available to most insureds in these areas. The new underwriting rule requires that all applicants must complete and sign Security First’s Optional Sinkhole Coverage Inspection Disclosure Form.

If applicants would like the additional Optional Sinkhole Loss Coverage, an interior structural inspection also must be completed. Homeowners are responsible for paying \$70, which is half the cost of the inspection. Security First will pay the remaining \$70.

“This program has been very successful for our new customers previously insured by State Farm® and that’s why we’re offering this coverage to homeowners on the west coast,” said Security First President Locke Burt.

The requirements of ordering an inspection and signing the disclosure form applies to Security First Homeowner and Dwelling Fire policies only. Optional Sinkhole Loss Coverage on condo policies or homeowners that do not live in the counties and ZIPs listed above do not need to order an interior structural inspection in order to obtain full sinkhole coverage.

**To find out more about this program, to get an instant quote or to find a nearby agent, please visit [www.SecurityFirstFlorida.com/Sinkhole](http://www.SecurityFirstFlorida.com/Sinkhole).** Training is also available for agents contracted with Security First to ensure quality customer service.

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### **About Security First Insurance Company**

Security First Insurance Company has an “A” (exceptional) financial stability rating from the national financial rating service Demotech, Inc. The Florida-based company provides homeowner and dwelling fire insurance to more than 56,000 customers located throughout Florida and has one of the most comprehensive reinsurance programs in the state, partnering only with A.M Best “A” rated reinsurers.