

“GOT WEALTH? Then a new property-casualty insurer in Florida might be just what you need.” Naples Daily News, 3/22/07

“As most big insurers are cutting back coverage in Florida and other coastal states after a string of catastrophic hurricanes, [Ross] Buchmueller has started a company offering policies that hardly anyone else wants to sell – and at as little as half the going rates.” The New York Times, 3/6/07

“Florida regulators welcomed [PURE] as a new source of coverage.”
The New York Times, 3/6/07

“‘For those who qualify, PURE could be a great deal,’ said Ray Celedinas, president of Celedinas Insurance Group in Palm Beach Gardens.... He’s found the premiums to be competitively priced and the coverage better than what’s offered by many private companies. ‘PURE’s corporate structure, where their policyholders also own a piece of the company, also bodes well for consumers,’ he said.” Sun Sentinel, 3/21/07

“‘If you’re a better risk, you’re paying too much because you’re subsidizing the average to poor risks,’ said Brad Havemeier, president of Gulfshore Insurance.”
Marco Eagle, 5/2/07

“Tequesta resident Richard Halpern jumped at the opportunity for coverage under the new insurer [PURE] when he found out that State Farm Florida Insurance Co. was raising the rates of his four-bedroom house next month from \$9,000 to \$22,000 a year.” Palm Beach Post, 3/22/07

“‘These guys are top-flight industry insiders,’ he [Charles Kilvert, owner of the Claude D. Reese insurance agency in Palm Beach] said. ‘And they’re very conservative.’” The New York Times, 3/6/07

“‘This is kind of a bright new option that nobody’s really explored before,’ Celedinas said.” Sun Sentinel, 3/21/07

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