

Safeco Insurance Expands to New Jersey

Personal Lines Carrier Launches Auto and Umbrella Products in the State Following Extensive Pilot

SEATTLE – AUGUST 11, 2021 – [Safeco Insurance](#) today announced an expansion to New Jersey, where Safeco® Auto and Umbrella products are now available. The launch follows an extensive pilot with nearly 600 independent agency (IA) principals, producers and customer service representatives in the state. Safeco is a Liberty Mutual Insurance company and its products are sold through a network of IAs. This initial availability of Auto and Umbrella in the state lays the foundation for a future roll out of the full suite of products, including Home and Renters.

The New Jersey launch comes amid a broader Northeast expansion, which most recently included the introduction of Safeco to Rhode Island in 2020. Safeco is now available in 48 states and the personal lines carrier maintains a significant market share within the IA channel. Safeco's Northeast Region is headed up by senior vice president and regional field executive, Carl Canales.

"The introduction of Safeco to New Jersey represents more than two years of work and investment across the organization and solidifies our commitment to serving independent agents in the Northeast," Canales said. "Thank you to all the agents that provided invaluable feedback throughout the pilot, and we look forward to launching with all of our New Jersey independent agency partners as we continue expanding in the state and welcome more appointments."

Safeco was recently named the [champion of the independent agent](#) for the fourth consecutive year, based on a survey by Channel Harvest. New Jersey agents will have access to the same partnership, programs and products that make Safeco the carrier of choice for thousands of IAs across the nation – such as the Safeco Now® online portal, the convenience of digital self-service via Safeco online accounts and the free Safeco Mobile app, as well as package benefits like combined billing statements and a single-loss deductible.

Alongside Canales, senior leadership in the Northeast also includes Region Director Derik Whalen. Independent agents in the state will be supported by a team of territory managers dedicated to ensuring appointed agencies have access to the systems and resources they need to successfully grow with Safeco.

New Jersey-based independent agents interested in Safeco can learn more at [safeco.com/agent-resources/become-independent-agent](#).

About Safeco Insurance

In business since 1923, Safeco Insurance sells personal automobile, homeowners and specialty products through a network of more than 10,000 independent insurance agencies throughout the United States. Safeco works hard to be the carrier champion of the independent agent. In a survey conducted in 2021 by Channel Harvest, independent agents named Safeco as the carrier that does more than others to support the overall growth of agencies. Safeco is a Liberty Mutual Insurance company, based in Boston, Mass.

For more information about Safeco Insurance, go to [www.safeco.com](#).