



## Newfront Insurance: Modernizing the Insurance World



Newfront Insurance was founded in 2017 with one goal in mind: transforming the insurance industry.

Today, they are a full-service insurance brokerage that leverages a proprietary technology to simplify the buying process for clients and the selling process for brokers. Clients have access to an online portal which serves as a full-service dashboard where they can view their policy, payments, renewals, add products, request certificates and more. Newfront operates with more than 700 employees, 120 brokers, and more than 10,000 clients nationwide, with offices across California, and in Nashville, Chicago, New York and Seattle.

In 2021, “Newfront and ABD merged to speed up growth efforts for both entities,” said Danny Vance, Principal and Area Director. “Both companies shared similar visions for the future of insurance. By combining leading technology and seasoned expert advisors, we are transforming the industry to provide a modern insurance experience. Our Ag department is excited to bring this same focus to the agriculture space.”

Newfront broke into the agricultural sector over two years ago by hiring Seth Word to lead as the Director of Agriculture. Word is a seasoned Ag veteran being raised in Salinas. The Ag division doubled its volume in 2020 when the Fresno office opened.

“Our primary focus is on risk management, regulations, and the changing marketplace which allows are clients to put time back into other areas of the business,” said Mike Bone, Principal and Commercial Insurance broker.

“We want to ensure that our clients are compliant, operating efficiently, and utilizing additional resources that Newfront offers. We are proud of the trust and relationships we have built with our clients.”

Newfront has been able to garner exclusive relationships with different MGA’s/carriers for their agricultural clients. Farm labor contractors, grower/packer/shippers, and dairies have been the primary focus of the Ag division. One example being Atlas General – Starstone. Atlas is offering limited distribution to Newfront by quoting the “0036 – Dairy” class code for workers’ compensation insurance. The service model is extensive while offering competitive rates.

Newfront Insurance is a Fresno County Farm Bureau - Friends of the Family Farm Premium Member.

“We joined the Farm Bureau because of the connections agriculture brings,” said Vance. “It is important for us to stay knowledgeable with industry trends, programs and changes within our industry. Many of our clients are present members and/or involved with the Farm Bureau. We look forward to continued involvement and contribution to the FCFB.”

To learn more about Newfront, visit [newfront.com](http://newfront.com).

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