

FOR IMMEDIATE RELEASE

HomeInsurance.com: A new name, for an old familiar face

Wilmington, NC – May 1, 2008 - HomeInsurance.com, the domain name recently acquired by Carlos Lagomarsino in January 2008, has taken off as an online [home insurance](#) shopping organization providing competitive quotes and selling policies online.

Starting in the days of online insurance infancy, Lagomarsino founded NorthCarolinaInsurance.com, SouthCarolinaInsurance.com, GeorgiaInsurance.com and AlabamaInsurance.com in 2001. With the huge success of these sites regionally, Carlos Lagomarsino, Founder and CEO, decided to take his business model across the country. MyStateInsurance.com, the precursor to HomeInsurance.com, launched in 2006 with the same instant success. To increase branding and promote awareness of the national audience, MyStateInsurance.com became HomeInsurance.com in 2008.

“Launching HomeInsurance.com was a big step in offering our full service online [home insurance](#) service to the entire country. We’ve partnered with some of the best home insurance companies to offer homeowners the best policies from providers such as Travelers, Safeco, Foremost and The Hartford”, said Lagomarsino.

In a consumer report by the Insurance Information Institute (I.I.I.), the number one recommended way to save money on home insurance is to shop around.

“Insurance is a very competitive business, and taking time to shop around will result in you getting the best price as well as the best customer service”, said Carolyn Gorman, Vice President of the I.I.I.

Lagomarsino wants to provide customers with a service that allowed them to shop multiple companies online through just one website, underscored by the site’s slogan to customers: “Sit Back, Relax. Leave the Shopping to Us.”

“Our customers really appreciate what we do here- because we shop for them. Someone could spend hours online shopping for home insurance- with our site they fill out just one form and we do the rest... at no charge to the customer”, said Bruce Berry, Director of Sales.

“Our success stems from our ability to provide the absolute best customer service experience no matter how fast we grow. Our agents are passionate about what they do, and it makes all the difference in the world”, said Lagomarsino.

No stranger to the [home insurance](#) business, Lagomarsino brings 16 years of home insurance entrepreneurship to the table. Starting in 1992 as an exclusive agent to Allstate, he built a successful career as a four time winner of the coveted Overall Best in the Company award as well as 12 Top in Country Awards.