



For Immediate Release

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Brightway, The Lambert Family Agency Opens in Muskegon

Muskegon, Mich. (July 22, 2016)— Locals Kelly Ufnal and her brother, Bryan Lambert are proud owners of a new insurance agency in the town they grew up in. Brightway, The Lambert Family Agency, at 2638 Henry Street, opened in Muskegon April.

Brightway is a national property/casualty insurance retailer selling through a network of franchised independent agencies throughout the country.

Ufnal and Lambert grew up in Muskegon where they both attended Muskegon Catholic Central High School. Most recently, Ufnal was a Clinical Integration Manager in Chicago and Lambert served as a Supply Chain Coordinator in Muskegon.

“We both really wanted to get back to our roots, and help our friends and neighbors in Muskegon,” Ufnal said. “What better way to help than to be the community’s insurance advocates, delivering peace of mind through total protection of everything that’s important?”

As a Brightway agency, The Lambert Family Agency has access to more insurance companies than independent agents and is able to commit the time necessary to provide insurance consultation.

Lambert said: “One size doesn’t fit all when it comes to insurance. Our focus is on listening to customers’ needs and, understanding the variety of insurance companies and policies available to us, putting together customized packages. We want to take the burden of figuring out insurance needs off of our customers—that’s our job. Our customers’ jobs are to enjoy their lives, knowing they’re protected.”

Everyone is invited to the agency for a free insurance check-up and refreshments during the Grand Opening which will be held from 5-7pm on July 29th.

Brightway Insurance is the nation’s seventh largest privately held Personal Lines independent insurance agency. The company began franchising operations in 2008 and operates more than 117 franchise locations in 11 states. In 2015, the company was recognized as America’s No. 1 Franchise to Buy in the U.S. by Forbes.

For more information about Brightway, The Lambert Family Agency, go to brightwaylambert.com or call 231-769-2700.