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Monday, January 25, 2021

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Michigan-based Company Makes Move for the Future in Midst of Pandemic

Grand Rapids, Mich. - A Michigan-based, full service, independent insurance agency found itself faced with the opportunity to move in the middle of the global pandemic. Coldbrook Insurance Group offers niche-specific insurance programs with a goal to help simplify complex insurance issues for clients and prospective clients.

The local insurance agency knew they were quickly outgrowing their 4,509 square foot office, however, when the pandemic hit - leadership started evaluating how they could keep their staff and clients safe by socially distancing in such a small space. "We had limited parking and a workspace that was not conducive to social distancing. Even though many of our staff members continue to work from home, we looked to the future and how we could provide the best possible services to our clients in the best working environment for our people." said Bill Longcore, one of the Principals.

As Coldbrook Insurance Group settles into their new space at 2000 Oak Industrial Dr., the company has invested in additional equipment and enhanced technology to provide staff the opportunity to work from home or office depending on the state of COVID-19. The new offices and workspace have been developed to ensure the safety of clients and staff as businesses look past the pandemic and into the future needs of the community, businesses, and individuals seeking insurance. "We increased our parking spaces and more than doubled the size of our overall occupied space - a benefit to all future visitors of Coldbrook Insurance Group." stated Pam Osborn, another Principal, "We will continue to remain committed to the insurance industry, our community, and our clients, with the agency vision of sustained longevity and continued company growth."



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