



*For immediate release with photo of Jeff East and Kevin Greenwell*

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### **East and Greenwell Insurance Agency adds 401K employee benefit plan**

**Estero, Fla.** – January 20, 2015 – East and Greenwell Insurance Inc. added a 401k retirement benefit plan for employees as of January 1 through HBKS Wealth Advisors. It includes a generous employer match for participants and educational support to help employees understand investing concepts and make allocation decisions. Agency principals Jeff East and Kevin Greenwell worked closely with HBKS Wealth Advisors to select quality stock and bond funds with best-in-class managers and providing broad diversification opportunities and risk profiles.

East and Greenwell has been adding employee health and retirement benefit plans not commonly found at other small businesses in order to attract and retain high caliber employees for low turnover and growth. "It's just the right thing to do and tangibly demonstrates our deep appreciation of our employees," said Jeff East, an agency principal.

East and Greenwell is an attentive personal lines insurance agency formed by Jeff East and Kevin Greenwell to offer personalized insurance services to residents of Estero, Bonita Springs, Fort Myers, Cape Coral, Naples, and the islands. The agency is primarily aligned with Allstate Corporation. It offers insurance products such as property (homeowners, condo, and renters), auto, flood, boat, umbrella, and life insurances. The agency is located in the Publix shopping center at 20321 Grande Oak Shoppes Blvd., Suite #308 in Estero, FL 33928, just East of I-75 and Corkscrew Rd. and adjacent to Miromar Outlets. For more information, call 239.672.4304 or visit [www.EastandGreenwell.com](http://www.EastandGreenwell.com).

#### **About Allstate Corporation**

The Allstate Corporation (NYSE: ALL) is the nation's largest publicly held personal lines insurer, protecting approximately 16 million households from life's uncertainties through its [Allstate](#), [Encompass](#), [Esurance](#) and [Answer Financial](#) brand names and [Allstate Financial](#) business segment. Allstate is widely known through the slogan "You're In Good Hands With Allstate®." The Allstate brand's network of small businesses offers auto, home, life and retirement products and services in the United States and Canada.