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Purmort & Martin Insurance Agency expands footprint

Deal will see it expands its reach across a key region



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By [Ryan Smith](#)

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Sarasota, Fla.-based Purmort & Martin Insurance Agency, one of the area's oldest and largest locally-owned insurance agencies, has announced the acquisition of Tampa-based Lovinger Insurance.

Lovinger Insurance is a property and casualty insurance agency that primarily serves customers in Hillsborough and Pinellas counties.

It will continue to do business under its current name while operating under Purmort & Martin and will retain its employees, including owner Lynne Lovinger (pictured above left), who will stay on as manager of the brand.

“As Purmort & Martin looks to further expand our presence in southwest Florida, Lovinger Insurance was a natural fit for us with its tremendous reputation for excellent customer service in the market and its combination of personal and commercial lines of coverage,” said [Russ Bobbitt](#) (pictured above right), president and CEO of Purmort & Martin Insurance Agency.

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Lynne Lovinger has more than 25 years of experience in the industry and has run her agency for 20 years.

“Property coverage in Florida, including homeowners’ insurance, [has been an issue](#) for consumers for some time,” Bobbitt said. “Policyholders need an agent and an advocate who has experience with difficult market cycles. Having Lovinger Insurance as a new partner will help position Purmort & Martin as a market leader throughout the Bay Area as we strive to offer a superior experience to clients with the expertise and longevity to guide people through this challenging period.”

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