



Branch Financial Extends its Reach

With Branch's success in Ohio, the company look to continue to expand its services across the U.S.

Company Profile

Branch is a tech-forward insurance company that offers high quality home and auto insurance for affordable prices. They make bundling insurance easy and affordable with instant-pricing and also offers coverage options for renter's, motorcycle, boat, and ATV insurance. Founded in 2017 and headquartered in Columbus, Branch took root in Ohio and now is licensed and offering services to 25 states across the country with plans to expand to even more states in the future.

Business Need

As Branch extends its services beyond Ohio, the company needed to expand its business capabilities for employee and talent recruitment to match the increased demand for its services. JobsOhio's Talent Acquisition Services (TAS) helped Branch scale its business for success with marketing, training, and onboarding for new and potential employees.

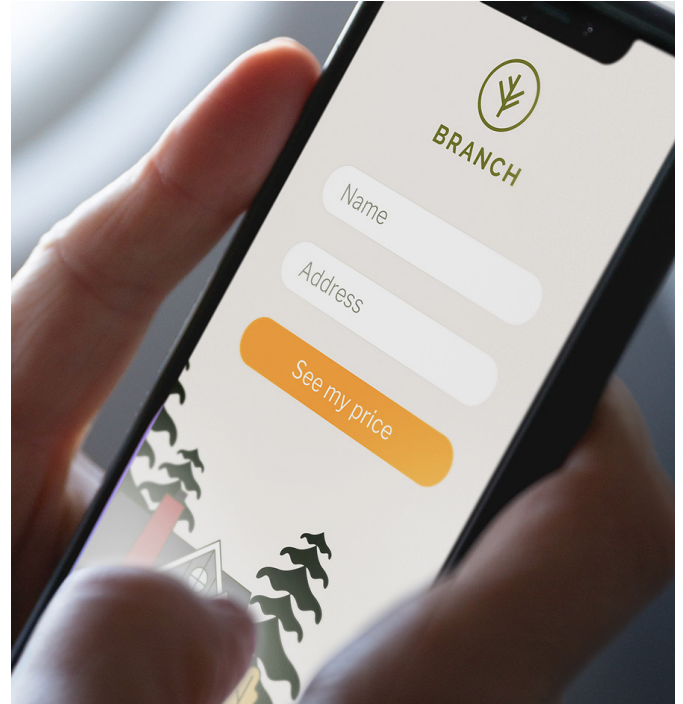
With the support of JobsOhio, Branch has launched a recruitment campaign with a customized job board and an insurance pathway program that has trained and licensed 50 candidates. The campaign also included leadership training for 45 potential leaders in the field and an onboarding program with a consultant to help with Applicant Tracking System selection and implementation.



JobsOhio Case Study: Branch Financial, Inc.

Ohio Solutions

With Ohio's history and leadership in insurance and financial services, the state continues to be a hub for insurtech companies to succeed. Branch's expansion of services and staff is a result of the massive success in Ohio. Before Branch opened its headquarters in Columbus in 2017, they completed a nationwide search and ultimately chose Ohio due to the access in talent and convenient access to nationally ranked colleges and universities. They also cited the low cost of living with a high quality of life that Ohio offers.



Our expansion and growth is a testament to the success we've had in Ohio. With the cost structure, access to talent, strong infrastructure, the happiness and optimism of the inhabitants the low cost of living, and support structures like JobsOhio, we've been able to thrive in Ohio and are excited to continue to make insurance easier to buy and less expensive for all."

Steve Lekas
CEO and Founder of Branch Financial, Inc.

Learn more about how JobsOhio can help with your
Advanced Manufacturing needs: www.JobsOhio.com



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