



**BERNARD  
WILLIAMS**  
Insurance & Financial Services



**FOR IMMEDIATE RELEASE**

**Robert Daniels Appointed to National Agent Advisory  
Council for PURE Insurance**

SAVANNAH, Georgia (April 19, 2011) – Robert Daniels, Chief Operating Officer of Bernard Williams Insurance and Financial Services of Savannah, has been asked to serve on the prestigious National Agent Advisory Council for PURE Insurance. Mr. Daniels brings 25 years of insurance experience to the table, making him a powerful addition to the council, which offers advice and guidance to PURE executives as they strive to sharpen their business strategies and deliver greater value to their members and agents.

PURE, or Privilege Underwriters Reciprocal Exchange, provides comprehensive, customized insurance to owners of high-value homes, as well as coverage for high-ticket goods and personal umbrella liability. PURE is known for providing excellent coverage, flexible products and exceptional claims service to their membership. PURE is rated A- (Excellent) by A.M. Best Company, a leading independent insurance rating agency.

Unlike most other insurers, PURE is owned by and managed for the benefit of their policyholders, which makes the work of the council invaluable to the company. With his contribution to the council, Mr. Daniels will be instrumental in the further success of this fast-growing, well-respected organization.

Mr. Daniels will be traveling to PURE's headquarters in White Plains, NY in May to attend the first meeting of the council. The agenda will cover several important topics such as effective sales strategies, marketing initiatives, service and technology business strategies, product issues and opportunities, risk management services and methods of generating enthusiasm within the membership and rewarding achievements within the company.

Mr. Daniels has been with Bernard Williams Insurance and Financial Services for ten years and the company congratulates him on this distinguished appointment.