



Contacts:

Monica Fletcher  
Marketing Coordinator  
[monica@skinnerrobinson.com](mailto:monica@skinnerrobinson.com)  
850- 424- 6980

Joe Capers  
Partner  
[joe@skinnerrobinson.com](mailto:joe@skinnerrobinson.com)  
850-424-6979

## **Insurance Zone, A Skinner Robinson Agency, Now Open in Grand Boulevard at Sandestin®**

**FOR IMMEDIATE RELEASE:**

Destin, FL, April 17, 2008 - Insurance Zone is a full-service commercial and personal lines independent insurance agency now open in Grand Boulevard at Sandestin®. Insurance Zone is positioned to handle business and homeowner insurance needs locally, regionally and national operations as well. Owned and operated by husband and wife partners Joe and Lea Capers, the couple brings over 50 years of combined insurance experience to their business.

Joe Capers graduated from Ohio State University with a bachelor's degree in risk management and insurance. Since then he has devoted his career to gaining a wide range of experience in the insurance industry. Starting out as an underwriter for national accounts and sales, he worked his way up, serving in various corporate positions and as President and CEO for a large insurance holding company for eight years. Joe and Lea then went on to build their own insurance company in Atlanta.

Lea Capers graduated from Georgia State University with a bachelor's degree in marketing and a master's degree in risk management and insurance. Lea went on to earn her Certified Insurance Counselor designation. For the next 20 years, Lea worked successfully within the insurance industry. In 2005 Lea and Joe opted to use their considerable experience to branch out on their own and chose the Destin, Fla., area to locate their new business.

"I felt it was time we left the congestion of Atlanta and started a business near our second home here in Destin, Florida. We wanted to enjoy and relax at the quiet and beautiful beaches we had been visiting for over six years," states Lea.

With the support from the Skinner Robinson Agencies in Atlanta and Carrollton Ga., Insurance Zone is able to offer clients accurate and comprehensive insurance quotes and proposals from some of the country's finest insurance carrier, and specialty brokerage markets.

"We strive to build long-lasting relationships through market knowledge, exceptional service, sound risk management principles and competitive premiums," states Joe.

When choosing a place to launch their new business, Joe and Lea felt that Grand Boulevard offered the perfect location and environment for their new offices. Grand Boulevard allows them to be part of a growing professional community that will help foster long-lasting relationships of mutual trust and service with their clients.

"After an extensive search of the area it became obvious that Grand Boulevard was where we needed to be," states Joe.

As active members of both the Walton County and Destin area chambers, Joe and Lea look forward to working with and developing relationships with the local community.

###