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Town & Country Mutual Insurance expansion shows commitment to customers



Rob Pearson, the President & CEO of Town & Country Mutual Insurance, is excited about the renovations and expansion that have taken place at the company's headquarters on Caradoc Street North in Strathroy. He says the new building offers greater accessibility, more space, and enhanced visibility.

Photo by Eric Nixon, The Gazette Transcript & Free Press

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"We just think being local makes a difference for some people," says Rob Pearson. The President & CEO of Town & Country Mutual Insurance is excited about the expansion of the company in Strathroy, but says that, just because they're bigger, it doesn't mean they've changed the way they do business.

Town & Country was created more than 15 years ago when three small mutual insurance companies amalgamated – East Williams, Lobo and Ekfrid, each of which had been around for well over a century. Pearson explains, "They operated independently until 2001 when they all came together and formed this company."

Since that time, Town & Country has grown, especially in the last few years. As a result, their small Strathroy location was starting to get cramped and was difficult to find.

"We knew we wanted to have more presence," Pearson says. "A lot of people didn't know where we were."

On top of that, the building itself wasn't meeting policyholders' needs. "It wasn't customer friendly in terms of accessibility," Pearson comments. "If we can't make it inviting and easy for customers to come in, we might as well not be here."

As a result, Town & Country decided in 2015 to expand. When the opportunity arose to buy the property closest to the road on Caradoc Street North, the company jumped at the chance.

Plans were drawn up over a year ago – and construction started in August 2016, with Melchers Construction Ltd. of Komoka hired as the general contractor. Pearson says they always planned to keep the work in the local area. "We had no intention of going elsewhere," he explains. "That's how we do business."

The expansion involved a new addition on the street front, which ties in with the existing building. In addition to Town & Country, the new facility also houses Goodhand Insurance, a corporate office that sells Town & Country's products and has a strong presence in Strathroy.

Even though the building is new, Pearson says the company's approach to selling residential, auto, business and agribusiness insurance will never change.

"We base our business on the geography of the areas we want to serve - and then the products just fall into place," he comments.

As well, Town & Country prides itself on being a good corporate citizen. "The presence and the commitment to the community is the main thing," Pearson explains.

In addition to that, the company believes most of their customers still value the personal touch - being able to meet with an agent, having your insurance explained to you, and knowing your local company will be there, if you ever need to make a claim. "It's a little old fashioned," Pearson laughs, while admitting that Town & Country's commitment to service is still very important to a lot of people.

As far as the new expansion at 79 Caradoc Street North, most of the work is now complete, but there's still some landscaping and decorating to do, along with paving and the addition of interior signage. The company is hoping to have everything done prior to a Strathroy & District Chamber of Commerce get-together later this month.

Pearson says he's very excited about having the new building completed – and pleased to have a centrally located, accessible facility to meet their customers' needs - today and in the future.

"We're really devoted to Downtown Strathroy," he comments. "We're committed. We're not going anywhere. This is our community."