



May 31, 2017

FILLMORE COUNTY – Walter has left the building.

Walter Insurance and Real Estate, a longtime Fillmore County based insurance and real estate business, has a new name and look. On May 31, Walter Insurance and Real Estate retired its name and signature red, blue and yellow colors, and unveiled the name 'Fortify Group,' paired with a new logo showcasing a modern green and gray aesthetic.

Co-owner Joe Kamler states, "Fortify better reflects how we serve our customers and communities. We partner with people to help them strengthen and safeguard what's most important to them, and this new logo and name change communicate that."

"We all take steps to fortify and protect the things we care about," Kamler explained – "from small measures like digital passwords, to milestone steps such as the purchase of a new business or home."

"The core of the business – leadership, locations, staff and values – remains the same," Kamler emphasized. Fortify Group is the product of a yearlong rebranding and improvement project. It coincides with additional company upgrades that will allow customers more choices in technology and communication with agents.

Owners Bart Brinkman and Joe Kamler thank customers for their loyalty as well as their input during the rebranding project. "Some of our customers have been with us through ownership changes and new locations. That kind of loyalty is our most valuable asset," Brinkman said.

The insurance aspect of the business dates back to 1965. Real estate services were added in the 80s. The company, with offices in Shickley and Geneva, has grown to include more than 1,500 customers in six states. Fortify Group has partnerships with numerous state and national insurance companies, including Nationwide, Farmers Mutual of Nebraska, Blue Cross Blue Shield, Progressive, Continental Western Group and many more.

Customers can find our new name and logo at upcoming events and celebrations including the Fillmore County Fair, where Fortify Group will host Nationwide's NASCAR Dale Earnhardt Jr. show car on July 13.

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