**Insurish Expands Disaster Insurance Portfolio with Recoop Disaster Insurance Partnership**

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### New partnership brings Recoop’s unique multi-peril disaster insurance to Insurish’s extensive distribution network, addressing a critical need nationwide

**Northville, MI – February 9, 2025** – Insurish, the one-stop destination for all things insurance, today announced a distribution partnership with Recoop Disaster Insurance (Recoop), the first and only multi-peril disaster insurance product designed to quickly pay claims following a natural disaster. Recoop’s product will now be available to Insurish’s robust partner network, customers, affiliates, and associates of Insurish.

With affordable policies and rapid cash benefits, Recoop covers common gaps in homeowners and renters’ insurance that are putting Americans at financial risk, picking up where traditional coverage stops. It is a simple guaranteed issue product with no deductibles that covers major natural disasters, including hurricanes (with storm surge), wildfires, tornadoes, earthquakes, gas explosions, winter storms, and dust storms.

“We are thrilled to partner with Recoop to bring innovative disaster insurance solutions to our customers,” said Randy Williams, Managing Partner at Insurish. “Disaster events can disrupt lives and finances in an instant, and the aftermath often brings tremendous hardship. This partnership allows us to offer our customers rapid recovery benefits and the financial support they need when it matters most. At Insurish, we are committed to helping individuals and families rebuild and recover through comprehensive disaster insurance solutions.”

To qualify for Recoop, named insureds must be homeowners or renters with an existing homeowners or renters insurance policy, which is used as proof of insurability and helps keep the cost of the product down. Recoop then works by paying a non-restrictive cash benefit (up to $25,000) to policy holders in a state or federally declared disaster area who have sustained damages of $1,000 or more. Unlike homeowners or renters’ insurance, Recoop sends recovery cash that arrives in the insured’s account within just a few days and can be used for anything at the insured's discretion.

“Seeing the devastation and expense residents faced in the wake of Hurricane Sandy in 2012, we decided something needed to be done so that if and when future disasters hit, Americans had access to an economical risk-mitigation solution that could help protect them against financial ruin,” said Darren Wood, founder and chief product officer of Recoop Disaster Insurance. “This need has never been greater. Offering affordability and access are key parts of our mission, so we’re proud to partner with Insurish to help get our product in front of millions of more American households that can’t afford to go without the additional financial protection we provide.”

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**About Insurish**

Insurish, LLC, headquartered in Northville, Michigan, is a forward-thinking Independent Insurance Agency and Managing General Agency (MGA) specializing in innovative insurance solutions for individuals and businesses. By collaborating with top-tier insurance providers, Insurish delivers customized coverage options that address both everyday risks and extraordinary challenges. With a strong focus on disaster preparedness and recovery, Insurish is committed to empowering customers with the knowledge and tools they need to protect their assets and rebuild after unforeseen events. Through its growing network and partnerships, such as with Recoop Disaster Insurance, Insurish continues to expand its reach and impact across the nation.

For more information, visit [www.insurish.com](https://www.insurish.com).

**About Recoop Disaster Insurance**

Headquartered in West Des Moines, Iowa, Recoop Disaster Insurance is the first and only multi-peril property and casualty insurance product designed to quickly pay claims following a natural disaster. Recoop covers the things most Americans don’t realize aren’t covered by their homeowners or renters’ insurance, protecting people’s biggest asset with affordable policies and rapid cash benefits without any loopholes or gotchas. Recoop Disaster Insurance is currently available in Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, Washington D.C., West Virginia, Wisconsin and Wyoming. For more information, visit [recoopinsurance.com](https://www.recoopinsurance.com/).