

Estrella Insurance Expands in Home State of Florida with New Brandon Franchisee

Daniel Geraldino brings more than two decades of insurance law experience to his first Estrella Insurance agency

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/EINPresswire.com/ -- After more than two decades of specializing in insurance law, Colombian franchisee Daniel Geraldino Garcia is opening his first Estrella Insurance agency in Brandon, Florida. The new location, at 933 E. Brandon Blvd., marks the first step toward Geraldino's goals with Estrella Insurance. With plans to open four additional agencies near Riverview, FL, and Orlando, FL, Geraldino sees the Brandon office as the start of a long-term partnership.

"This is about more than just opening one agency," Geraldino said. "I want to build something that could grow across Central Florida and bring communities real value." Riverview and Orlando are next on his list as he works to build that presence across the region.

For Geraldino, the move into insurance ownership is less of a career change and more of a natural next chapter. As director and lead attorney at an immigration and insurance law firm, he has regularly worked with clients dealing with insurance coverage for the first time, including new residents and business owners settling into life in the U.S. He guides them through decisions that shape how they protect their homes, cars, and livelihoods.

That same client-first approach is what he now brings to Brandon. Estrella's over 100 carrier relationships give Geraldino a wider range of options than a single-carrier agency. "We're always glad to welcome franchisees who bring real industry experience," said Nick Estrella, CEO of Estrella Insurance. "Daniel's off to a strong start, and Brandon is lucky to have him."

Geraldino envisions the agency as more than a place to purchase insurance policies. He sees it as a community hub where families, entrepreneurs, and new residents can get dependable



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insurance advice customized to their specific needs. He aims to build lasting relationships based on transparency, exceptional service, and a dedication to helping clients safeguard what they value most.

Geraldino said he's looking forward to becoming a familiar, trusted presence in the Brandon community. "I want people here to get to know their local Estrella agency."

Geraldino's story reflects the kind of opportunities Estrella offers entrepreneurs from all backgrounds. With a total initial investment of approximately \$49,500, including a \$25,000 franchise fee, new franchise owners receive six weeks of initial training, marketing resources, territory protection, and access to more than 100 insurance carriers.



Today, Estrella has more than 200 offices across the U.S. and continues to invest in the tools and infrastructure that help franchisees like Geraldino build successful businesses in their communities. The franchise model supports multi-unit ownership, with territories currently available across Central Florida and statewide.

Learn more about owning your own Estrella Insurance agency at www.estrellafranchise.com or explore insurance solutions at www.estrellainsurance.com.

About Estrella Insurance

Miami-based Estrella Insurance is a property and casualty insurance franchisor and a trusted leader among consumers and insurance companies by providing simple, cost-effective insurance solutions across its auto, home, commercial, business, life, and health insurance portfolios. With more than 200 offices across the U.S., it is consistently ranked as a top franchise opportunity with a proven business model that allows owners to focus directly on customer support and community engagement, including [Entrepreneur's Franchise 500®](#) for 14 years running. For more information, visit Estrella Insurance.

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