

Estrella Insurance Opens First Orange County Agency in Santa Ana

After Years as a Top-Ranking insurance agent, Matheus Gould-Alexandre opens his own agency to serve Santa Ana, CA

SANTA ANA, CA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Having spent his career as a top-ranked sales agent for two national insurance companies, Brazilian franchisee Matheus Gould-Alexandre is opening his first [Estrella Insurance](#) agency in Santa Ana, California. The new location, at 2134 N Tustin Ave., is the first Estrella agency in Orange County and opens a new territory as the brand expands across California. Gould-Alexandre sees the office as the start of a long-term commitment to Santa Ana and Orange County.



Gould-Alexandre holds a bachelor's degree in business administration and an MBA, and he wrote policies across multiple states before moving into ownership. "After years of selling at a high level for other agencies, I wanted to build something of my own in the community I live in," said Gould-Alexandre. "Serving Latino and immigrant families has been the heart of my career, and Santa Ana is exactly the kind of community I've always worked best in." Originally from Brazil, he is fluent in English, Spanish, and Portuguese, so customers work through their coverage directly in the language they are most comfortable using.

Gould-Alexandre chose Estrella Insurance for its focus on affordable auto insurance for working families, its Spanish-speaking brand recognition, and the access it gives owners to more than 100 carriers.

The company's history factored in as well. Estrella was built by immigrants, and California remains an open market for the brand, which put Gould-Alexandre in position to lay down the

groundwork in Orange County.

“Being the first agency in Orange County means I get to set the standard here,” continued Gould-Alexandre. “Insurance is required by law, and many times, agents stop paying attention after the first sale. I want to be the person a client can call five years from now and still get an answer.”

This standard shapes how the office runs, with an emphasis on personal service, clear communication, and finding coverage that fits each customer’s needs. The agency writes free quotes in minutes and offers low down payments and flexible monthly plans. The office also handles homeowners, renters, auto coverage, and Mexico auto policies for families who drive south of the border.

“Matheus knows this business from the ground up, and he knows Santa Ana,” said Nick Estrella, CEO of Estrella Insurance. “He is the right person to open Orange County for us.”

Estrella Insurance has grown into a network of more than 200 offices nationwide, built almost entirely by owner-operators working in the neighborhoods they live in. The company writes auto, home, commercial, business, life and health coverage, and its franchisees place policies through more than 100 carriers. Estrella has ranked on Entrepreneur's Franchise 500® for 14 consecutive years and earned a place in the 2026 Inc. 5000 list of the fastest-growing private companies in America. Owners receive six weeks of training, marketing support, and a protected territory.

Estrella is recruiting owners across California, where territories remain available. Ready to own your own agency? For more information on franchise ownership, visit www.estrellafranchise.com.

Santa Ana customers can visit the new agency at 2134 N Tustin Ave., call or text +1 (714) 439-9240, or request a free quote 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, providing simple, cost-effective solutions across its auto, home, commercial, business, life, and health insurance portfolios. With more than 200 offices across the U.S., Estrella is consistently ranked as a top franchise opportunity, including 14 consecutive years on Entrepreneur's Franchise 500®, and earned a place on the 2026 Inc. 5000 list of the fastest-growing private companies in America. Its proven business model allows owners to focus directly on customer support and community engagement. For more information, visit estrellainsurance.com.

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