New JoTo PR Client Disrupts Reinsurance Market with Innovative Ownership Model

JoTo PR client, Client Owned Intermediary Nexus (COIN Re), stands poised to disrupt the catastrophic insurance market with a radically different pricing and ownership model.

TAMPA, Fla. (PRWEB) November 27, 2018 -- The North Atlantic hurricane season, combined with California wildfires, led to $144 billion in losses for the reinsurance industry in 2017. Nonetheless, even with a total estimated insured loss of more than $2.1 billion from last month’s Hurricane Michael, the reinsurance industry is expected, as usual, to turn a profit. New JoTo PR client Ted Blanch, a reinsurance industry veteran for decades and CEO of reinsurance firm COIN Re, says the reason for this is that the reinsurance market is heavily tilted in favor of reinsurers, who possess significant advantages in terms of size and the ability to negotiate rates.

This, says Blanch, has led to an economic imbalance between frictional costs and value received by the clients served. To help even the playing field, COIN Re plans to align with clients and collectively provide client investors with ownership of more than 50% of the company—which will result in improved reinsurance program pricing, lowered frictional costs, and lower insurance premiums for consumers.

COIN Re was founded in 2018 under the leadership of E.W. “Ted” Blanch. After joining E.W. Blanch & Co. in 1958 he became CEO in 1977 and held the position until 2000. He formed Ted Blanch & Associates as a consultancy to the reinsurance industry.

“There is a need for innovation to bring more value to the [reinsurance] industry,” Karla Jo Helms, CEO for JoTo PR said. “That’s what COIN Re is bringing to the market.”

JoTo PR has a history of innovative PR services that demonstrates their ability in gaining consistent news traction within the media for national and international organizations—helping provide front-line information to the media about industry disruptions and technological solutions aimed at making markets better for consumers. The firm is a trailblazer in the PR industry, blending traditional PR expertise with disruptive digital media to harness the advantages of the current media landscape. JoTo PR specializes in the healthcare, finance and technology sectors, but has worked for a variety of industries and non-profits, using a proprietary process to consistently identify, communicate and distribute to the press the newest news that’s most valuable to its readers, viewers and listenership.

About JoTo PR:
After doing marketing research on a cross-section majority of 5,000 CEOs of fast-growth trajectory companies and finding out exactly how they used PR, how they measure it and how they wanted the PR industry to be different, PR veteran and innovator Karla Jo Helms created JoTo PR and established its entire business model on those research findings. Astute in recognizing industry changes since its launch in 2009, JoTo PR’s team utilizes newly established patterns to create timely PR campaigns comprising both traditional and the latest proven media methods. This unique skill enables JoTo PR to continue to increase the market share and improve return on investment (ROI) for its clients, year after year—beating usual industry standards. Based in Tampa Bay, Florida, JoTo PR is an established international public relations agency. Today, all of JoTo PR’s processes are streamlined PR services that have become the hallmark of the JoTo PR name. For more information, visit JoTo PR online at http://www.jotopr.com.
About Karla Jo Helms:
Karla Jo Helms is the Chief Evangelist and Anti-PR Strategist for JoTo PR.

Karla Jo learned firsthand how unforgiving business can be when millions of dollars are on the line—and how the control of public opinion often determines whether one company is happily chosen or another is brutally rejected.

Being an alumna of crisis management, Karla Jo has worked with litigation attorneys, private investigators and the media to help restore companies of goodwill back into the good graces of public opinion—Karla Jo operates on the ethic of getting it right the first time, not relying on second chances, and doing what it takes to excel.

Karla Jo has patterned her agency on the perfect balance of crisis management, entrepreneurial insight and proven public relations experience. Helms speaks globally on public relations, how the PR industry itself has lost its way and how, in the right hands, corporations can harness the power of PR to drive markets and impact market perception.

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