

Robin Davis

Williston, Florida



Haring Insurance Agency

Learn about Florida Entrepreneur Robin Davis:

Since 1985, Haring Insurance Agency has provided the citizens of Florida with a complete line of insurance products designed to manage risk and protect the financial interests of business owners. With honest advice, unsurpassed customer service and a following of satisfied clients, Haring Insurance, led by new owner Robin Davis, is well positioned for tremendous future growth. Davis shared the story behind the business, including why she bought it and what she hopes to accomplish.

"The business was founded in the Florida Keys by Rita Haring," Davis said. "Rita built the agency from scratch and, along the way, accumulated and insured a lot of happy customers. In 2016, I decided to join Rita after working for a different insurance and financial services company. Toward the end of 2018, Rita's health and age made it more

difficult for her to do the things she used to do. She had a decision to make."

That decision was to sell the business and Haring couldn't think of anyone better than Davis to take over. Haring trusted Davis to take care of her customers and, after turning down multiple outside offers, Haring sold the business to Davis in January 2019. Davis explained that decision and what happened next.

"I really wanted to be my own boss," she said. "It has its pros and cons, but all along, the plan was pretty much for me to takeover when Rita retired. When I decided to move forward with the purchase, I was excited and nervous at the same time. I never owned a business before. A few months later, we moved the business north to Levy County. While living in the Keys, my husband and I had a vacation home in Levy County. It was always our plan to eventually retire here, but we decided to make it happen sooner. We just love the country lifestyle. Being from West Virginia, it feels more like home."

With Haring's home base now in Williston, Davis is focused on growing her book of business locally and establishing a reputation throughout this part of Florida. Even though Davis foresees an uphill battle, she's motivated by her desire to help people find the best possible coverage at reasonable prices.

"I'm working on it," she said, in regards to growing the business. "I've visited local businesses, banks, realtors, car lots and other places to get my name out there. I've done some social media marketing and just recently joined the Chamber of Commerce in Williston. Insurance is a tough thing to sell. No one wants to pay for it until they need it.

Establishing our name and educating people on the need for various types of insurance is what I'm focusing on. Whether it's home, auto, business, marine, motorcycle, ATV or equine insurance, our access to a variety of carriers and our commitment to exceptional service with a personal touch is what sets us apart from our competition."

What advice does Davis have for aspiring entrepreneurs? "Owning your own business is not as easy as it looks," she said. "Make sure you're fully committed and that you know what you're getting yourself into."

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