



Fred Salley Photography

Pictured Above: Cecile Hoylen and son Billy Hoylen. Right: Billy with daughter Staci Duffee.

The Hoylen Agency, Inc.

Following Mother's Footsteps

story by Sam Harrelson

In 1991, Billy Hoylen set out to follow in his mother's pioneering footsteps in the business of insurance. With 15 years of previous sales and sales management experience, Billy was given the perfect stepping stone to develop his own insurance agency. Over the years The Hoylen Agency has grown and presently has offices in Florence and Lake City. The Hoylen Agency will celebrate their 26th year of serving and providing insurance to the entire Pee Dee this month. Over the years this agency has served thousands of families in South Carolina by providing insurance and financial services to protect the things they have worked hard to build. The Hoylen agencies fully licensed staff is committed and devoted to providing each client with personal attention and service that is unsurpassable to any expectations they may have.

"Insurance and a passion for helping others runs in the Hoylen bloodline," says Billy. His Mother Cecile Hoylen, was no stranger to the world of insurance and she was as successful as she was southern. When Billy was 12, he recalls helping his mother study for her insurance license so that she could become of the first women licensed in South Carolina property and casualty insurance. After years of hard work, dedication and determination, in 1975 Cecile became Insurance Women of the Year. Prior to earning this title Cecile "Cece", as she was called by many, began

her professional career at the age of 18 working for the Veteran's Administration in Columbia where she was quickly promoted and then relocated to Washington, D.C. In 1960, Cece began working for Investment Life and Trust Co. in Mullins, South Carolina, resuming her business career. It was until May of 1966 that Cecile Hoylen successfully completed all of South Carolina's requirements and passed the insurance agent's examination, resulting in her promotion to Underwriter of Aiken and Company in Florence, SC.

With large shoes to fill, Billy and his entire staff have worked hard to build the agency from scratch and maintain an agency that provides the best customer service in the Pee Dee area, just as his mother Cece did. Cece's granddaughter and Billy's daughter Staci also has the same passion for helping others and insurance that her grandmother did. After graduation from Francis Marion University in 2007 she sat out to follow in her grandmother's footsteps and became a third generation insurance agent. This will be Staci's tenth year as a licensed agent. Staci's passion is life insurance however she focuses on selling homeowners, auto and life insurance for the entire agency. Although Billy has been selling property, casualty and life insurance since he began his insurance career, his role in the agency has shifted over the years. He now focuses primarily on

maintaining a well balanced portfolio of life, home, auto and commercial insurance for the agency and overseeing his staff along with continuing to write all lines of business. Billy is quick to say the thing that has made the agency successful has been his team. "Our agency has been successful due to my entire staff sharing in our families passion of helping others and protecting the things they work hard to earn. We take the responsibly and challenge of being there for our clients at the time when we are tested seriously, which is in the time of a claim," Billy says.

"We have built the agency by making our customers our number one priority by listening to what they want and striving to provide them with the highest quality service possible."

Whether this means working with customers face-to-face or keeping up with the changing technology. The Hoylen Agency is up to the task. Billy and his fully licensed staff take pride in knowing that their customers will always be treated as family because of course this is a family business.



Pictured l to r: Susie Thomerson, Mickey Hoylen, Skip Duffee, Staci H. Duffee, Billy, Tricia Rogers and Cindy McIntosh
Not Pictured: Evans Godwin, Suzette Welch and Shirley Harrison



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