

‘Babies at work’ makes good business sense for HometownQuotes

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FRANKLIN, Tenn. – Parents can choose baby AND work at HometownQuotes. The company is one of 102 companies nationally to establish a Babies at Work program according to the Parenting In the Workplace Institute. This company initiative stems from the growing national trend designed to help new parents balance work and family. First-time mom and department manager Ambrosha Guerena is HometownQuotes’ first parent to take part in the program.

“As a working first-time-parent, I’m very grateful I’ve been given the option to bring River to work each day. Many parents are often forced to choose between work and family. With this program, I can choose both. I will still be able to oversee my department and I will also get to spend these early months bonding with and breastfeeding my new baby,” said Guerena.

The company sees multiple benefits to the program:

- 1) Parents can continue progressing in the workplace.
- 2) Babies get valuable attention and bonding time.
- 3) The company retains parents and eliminates time and money spent on training temporary workers or replacements.

HometownQuotes anticipates its Babies in the Workplace program will be a success. Having sought professional assistance from the Parenting in the Workplace Institute and guidance from other companies that have successfully implemented the program, HometownQuotes is treating this like any other workplace policy.

“We understand advance preparation is vital to making this work. We’ve created a policy that has plans and provisions in place for any situation that may arise. We have a strong family culture at HometownQuotes and because so many working parents choose to quit work after having a baby, we believe this will help us retain those team members,” said HometownQuotes’ Chief Financial Officer Bob Klee.

While policies vary company-to-company, HometownQuotes allows parents to bring their babies to work until the child is 8 months old or mobile.

HometownQuotes provides free insurance quotes to consumers and customized Internet insurance leads to insurance agents. The company was founded in 2003 and is based in Franklin, Tennessee.

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