



From Father to Son: Country Financial Agency changes hands

After more than 35 years of serving the southwest Georgia community, Lane Rich of Country Financial Insurance is passing the business on to his son, Jeff.

Lane began his insurance career in 1984 with Cotton States Insurance at his office downtown on Broughton Street. Country Financial acquired Cotton States in 2005, and Lane was able to merge his business to the new company. He and his wife, Billie Jean, have faithfully served Decatur County and the surrounding area where they have fostered trust and long-lasting relationships with their clients.

Jeff graduated from Bainbridge High School in 1995 and went on to earn a bachelor's degree in business finance from Georgia Southern University in 2000. After graduation, he began working for Yancey Brothers Caterpillar and has enjoyed a successful twenty-year career in equipment sales.

Even though Jeff is the new Country Agent, Lane and Billie Jean haven't retired just yet. They, along with their long-term employee, Donna Sanders, are still working every day at Rich Insurance Agency. Lane plans to continue to mentor Jeff as he picks up the reins to Rich Insurance Agency.

Jeff has been married to his wife, Nikki, for 17 years. They have two children, Logan, fourteen, and Morgan, ten.