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# Insurance tech firm picks downtown Chapel Hill for HQ

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An insurance technology startup has picked downtown Chapel Hill for its new headquarters.

The company, Rein, has moved into half of the top floor at The Central, which was previously known as 137 East Franklin.

CEO Chris Dean says the company considered other locations in the Triangle before picking the new spot.

“We put it to a vote,” he says. “The staff, they really liked the space ... It was not overly corporate and had lots of energy ... We as a group thought Franklin Street would be a great place for a technology company.”

Dean, the former CEO of Raleigh-based drone developer PrecisionHawk (now led by Michael Chasen), joined Rein in 2017 with the goal of combining his passion for drones with opportunities in other “disruptive” industries, he says.

“I thought the insurance industry would be a great place to build a startup,” he says. “I like building things. I’m a builder, and I had confidence we could do something special in this space.”



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And the company is hiring, particularly in sales and engineering.

“We probably have about five positions,” he says.

The company has developed a data-driven platform designed to create new insurance products.

Rein recently launched its first digital product, Droneinsurance.com, which offers commercial drone pilots tailored insurance. And it announced it had raised \$7.3 million earlier this year from investors such as Liberty Mutual Strategic Ventures and Kiplin Capital.

As for the new headquarters, Trinity Partners’ Esther Austin and Alex Dunn represented the landlords, ATCO and Zapolski Real Estate. Jodi Tata of Morris Commercial represented Rein in the deal.

With the move, Rein becomes the newly rebranded redevelopment project’s inaugural tenant. According to Trinity, an additional 90,000 square feet is available for lease at The Central.

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