

When Life Happens, Conway Insurance Is There

Before insurance, Kelly Conway helped families and small businesses with their finances—but she wanted to do even more to protect them. That drive led her to open her first Allstate agency in 2010, launching Conway Insurance with a vision rooted in service, education, and community. She started in Northwest Hills and later expanded to Round Rock, growing a business that now serves clients across Texas with a team of eight dedicated professionals. From home and auto to umbrella and life coverage, Kelly's agency is known for making insurance simple, personal, and trustworthy.

Originally from Sugar Land, Kelly moved to Austin to attend the University of Texas McCombs School of Business—and she's called the city home ever since. She and her husband Eduardo have lived in River Place for more than a decade, raising their two kids, Conor (11) and Claire (8), in a community they love. "We were drawn in by the trails, the schools, and the people," she says. "There's just something special about this place—it really feels like home."

That sense of connection carries over into her work. At Conway Insurance, the focus is on helping people feel confident in their coverage—not confused by it. "We take the time to explain policies, answer questions, and make sure clients know exactly what they have and why," Kelly explains. "It's not just about checking a box—it's about real protection for real life."

From the start, Kelly built her agency on relationships. "Insurance is personal. It's not just about having coverage—it's about having the right coverage, and understanding what that means," she says. At Conway Insurance, the team helps clients protect everything from their homes and vehicles to their lives, businesses, and beyond. Their goal is simple: to make insurance clear, accessible, and tailored to each family's needs.



What sets Conway Insurance apart is its approach. "We educate our clients. We don't just hand over a policy—we explain it, make sure they understand it, and adjust it as life changes," Kelly says. That educational focus, paired with a commitment to transparency and responsiveness, has earned her both client loyalty and professional recognition. She's proud to have been named an Elite Agent—again.

Kelly and her team take pride in making insurance "simple and stress-free." That dedication is echoed by clients like Lisa C., who says, "It's rare to find an insurance company that combines great coverage with top-notch customer service, but Conway Insurance does exactly that." Others, like River Place resident Billy H., credit Kelly's personal touch during difficult times: "She's held my hand through traumatic experiences and always helps me deal with the issue at hand."



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Her advice for homeowners? "Don't set and forget. Review your policy every year. If you've made renovations, your old policy may not reflect the new value. And with wildfire risk rising in Austin, make sure that's covered too."

Whether she's cheering at a football game, planning the next big family trip, or guiding a neighbor through a claim, Kelly leads with empathy, integrity, and a deep belief in what insurance can do. "At the end of the day, we're not just writing policies—we're protecting people's lives, their families, and their futures."



