



Southwestern Idaho

Longwill Insurance

2025



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Jackson Longwill (Owner)

Meridian, ID

Started: 2015

longwillinsurance.com



For ten years, Jackson Longwill has navigated the often-confusing world of health and life insurance, but his mission remains crystal clear: to make the process simple for his Idaho neighbors. As the founder of Longwill Insurance, this Idaho native understands that insurance is personal—it protects his own wife and two children, after all.

Jackson's commitment to hard work, dedication, and service was forged not just in the insurance industry, but during a formative two-year church service mission in New York. He brings that same tireless energy to his clients every day.

Building an agency focused solely on individual medical and life insurance presented a mountain of challenges. Jackson faced shifting carriers, complex government regulations like Medicare and the ACA, and the sheer pressure of managing open enrollment solo. He reached a point of feeling overwhelmed—knowing he needed a new strategy to serve his growing client base effectively.

Partnering with the SBDC was the catalyst for his next phase of growth. Together, they built a professional website, established a robust referral network with local providers and leads groups, and made the crucial first hire.

Jackson learned to turn industry hurdles into strategic advantages. He expanded his knowledge, streamlined his carrier contracts, and upgraded his office space to accommodate his growing team. The impact is significant: his revenue and book of business have more than doubled. Looking ahead, Jackson is energized to repeat that success, leveraging his network to double his results again and again while remaining dedicated to his clients.

Now, with a solid foundation and an expanding network, Jackson isn't slowing down. He is passionately focused on strategizing the next phase of growth to better serve even more families and individuals across Idaho, all while ensuring he saves time to enjoy a football game or the great outdoors with his family.

"Working with the SBDC has been instrumental in the growth of my business" said Jackson. "For me, it has been like working with a therapist, but for business purposes, not personal. It has given me an opportunity to seek guidance and validation, so I feel confident I am heading in the right direction towards success! Being newer in business, hiring a coach at 100's of dollars per hour would have never been feasible and the SBDC has given me the fuel to grow. I've also found tremendous value in the mastermind classes, bringing a community to a very lonely experience in running a business. At this point, unless they kick me out, I will never not be involved with the SBDC."

