

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>KIRK KENNETH D</u> (Last) (First) (Middle) 2800 N. CENTRAL AVE., STE. 1600 (Street) PHOENIX AZ 85004 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BROWN & BROWN INC [BRO]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Regional Exec. VP</u>
	3. Date of Earliest Transaction (Month/Day/Year) 03/16/2004	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, \$.10 par value	03/16/2004		M		36,444	A	\$9.6719	36,444	D	
Common Stock, \$.10 par value								125,650	I	Stock Performance Plan ⁽¹⁾
Common Stock, \$.10 par value								536,330	I	Irrevocable Trust with Spouse
Common Stock, \$.10 par value								114	I	401(k) Plan ⁽²⁾

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Stock Options ⁽³⁾	\$9.6719	03/16/2004		M		10,340		04/21/2001	04/20/2010	Common Stock	10,340	\$9.6719	0	D	
Stock Options ⁽³⁾	\$9.6719	03/16/2004		M		10,340		04/21/2002	04/20/2010	Common Stock	10,340	\$9.6719	0	D	
Stock Options ⁽³⁾	\$9.6719	03/16/2004		M		15,764		04/21/2003	04/20/2010	Common Stock	15,764	\$9.6719	0	D	
Stock Options ⁽³⁾	\$9.6719							04/21/2004 ⁽⁴⁾	04/20/2010	Common Stock	10,340		10,340	D	
Stock Options ⁽³⁾	\$9.6719							04/21/2005 ⁽⁴⁾	04/20/2010	Common Stock	10,340		10,340	D	
Stock Options ⁽³⁾	\$9.6719							04/21/2006 ⁽⁴⁾	04/20/2010	Common Stock	10,340		10,340	D	
Stock Options ⁽³⁾	\$31.56							03/23/2013 ⁽⁵⁾	03/24/2013	Common Stock	56,700		56,700	D	

Explanation of Responses:

- Granted pursuant to the Company's Stock Performance Plan. Ownership will not vest until the satisfaction of conditions established pursuant to that Plan.
- Based upon information supplied as of 12/31/03 by the Plan's recordkeeper. Number of shares varies periodically based on contributions to plan.
- Granted by the Compensation Committee of the Board of Directors pursuant to the Company's 2000 Incentive Stock Option Plan (the "Plan"). Consideration for granted options is grantee's performance and continued service with Company as specified in the Plan.
- Due to satisfaction of conditions established pursuant to the Plan, 10,340 options will vest and become exercisable on each of 4/21/04, 4/21/05 and 4/21/06, subject to grantee's continued service with Company as specified in the Plan.
- These options vest and become exercisable on 3/23/13, unless accelerated based on satisfaction of conditions established pursuant to the Plan.

KENNETH D. KIRK

03/16/2004

** Signature of Reporting Person

Date

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.