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Ascend Insurance Brokerage in Dallas Joins Higginbotham

Dallas-based Ascend Insurance Brokerage, which specializes in the entertainment industry, has joined forces with Fort Worth-based Higginbotham.

In business for 20 years, Ascend Insurance Brokerage specializes in commercial coverage and risk management for the entertainment industry. Its brokers have expansive backgrounds in entertainment, including prior roles in artist management, concert promotion, film production, touring and venue management. Ascend clients include North America concert promoters, entertainers, festivals, film producers and venues.

According to the companies' announcement, Ascend brings Higginbotham additional in-house expertise in entertainment coverage, including event cancellation and non-appearance, and Higginbotham expands Ascend's service capability into all lines of commercial and personal property/casualty insurance and employee benefits.

Higginbotham has an office in Dallas and another six offices in the broader DFW area. Part of the firm's growth initiative is to strategically unite with other growing insurance firms having industry concentrations that add to Higginbotham's lineup of more than 20 industry verticals for commercial customers.

Ascend and Higginbotham will collaborate as a unified team to round out their collective product and service offering.

Higginbotham named Ascend CEO Paul Bassman a managing director. The 13-person group will operate as Ascend, A Higginbotham Company until consolidating with Higginbotham's office at 15660 North Dallas Parkway.

Source: Higginbotham

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