

LIPSCOMB & PITTS INSURANCE PARTNERS WITH HIGGINBOTHAM

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Higginbotham Enters Tennessee and the Southeast with Lipscomb & Pitts Insurance Partnership Lipscomb & Pitts Insurance Becomes a Higginbotham Company

FORT WORTH, Texas (Jan. 7, 2021) — Higginbotham, one of the largest independent insurance firms in the U.S., and Lipscomb & Pitts Insurance, the largest independent insurance firm in Tennessee, have combined operations. Both firms provide full-scale commercial and personal insurance, employee benefits, human resources, retirement plans, life and executive compensation services.

Higginbotham is strategically growing by partnering with independent insurance firms that complement its service model and add scale to its operation, which now spans seven states. With 134 employees in Memphis, Nashville, and Chattanooga, TN; Jonesboro, AR; and Hattiesburg, MS; Lipscomb & Pitts Insurance is among the largest independent brokers in the Southeast and has the leadership and capabilities in place to grow the firm even further.

Lipscomb & Pitts Insurance Co-CEOs Mat Lipscomb III and Johnny Pitts are second-generation majority owners of the firm. Their fathers became business partners in 1954 after working together at Liberty Mutual, and Mat and Johnny, friends since childhood, assumed leadership in 1990. For Lipscomb & Pitts Insurance, Higginbotham's partnership allows it to bring even more horsepower to its clients, employees and community.

In a joint statement, Mr. Lipscomb and Mr. Pitts said, "We were looking to expand our business even more when the opportunity to join Higginbotham presented itself. When we considered the additional resources we'd have through Higginbotham to serve our clients, support our employees and local communities, and add long-term stability to our firm, it was clear that this was the right match."

Higginbotham Chairman and CEO Rusty Reid said, "We started growing through establishing partnerships with highly compatible firms in 2008, and Lipscomb & Pitts is the largest of our 60 partners. We're excited about the opportunity to accelerate our presence in the Southeast with such a strong firm, and one that has similar values with family, community, and customer service at its core."

Higginbotham named Mr. Lipscomb and Mr. Pitts Managing Partners, and they will continue leading their existing offices as Lipscomb & Pitts Insurance, while forging growth opportunities in the Southeast region with Higginbotham.

[Click here for the Official Press Release 1.7.21](#)

Host Jeremy C. Park talks with Lipscomb & Pitts Insurance Co-CEOs, Mat Lipscomb III and Johnny Pitts, along with Rusty Reid, Chairman and CEO of Higginbotham Insurance Group, who share the exciting news of a partnership. Higginbotham, one of the largest independent insurance firms in the U.S., and Lipscomb & Pitts Insurance, the largest independent insurance firm in Tennessee, have now combined operations. Both firms provide full-scale commercial and personal insurance, employee benefits, human resources, retirement plans, life and executive compensation services.