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J. Berg & Associates Partners with Integrity to Ignite New Era of Growth

February 23, 2021

DALLAS – February 23, 2021 – Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced it has acquired [J. Berg & Associates](#), a leading insurance marketing organization (“IMO”) based in St. Louis, Missouri. As part of the acquisition, [Bob Berg](#), President of J. Berg & Associates, and [Keith Berg](#), Vice President of J. Berg & Associates, will become Managing Partners with Integrity. Financial terms of the transaction were not disclosed.

“J. Berg & Associates is a multi-generational family company with an eye towards the future, which is why they decided to join Integrity’s fast-growing partnership as we innovate insurance together,” said Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. “You won’t find leaders more committed to taking care of those around them than Bob and Keith; it’s the guiding principle that has helped them build such a strong reputation. As they position themselves for future growth, we’re committed to build on their success through the powerful technology and service solutions available on the Integrity platform. We can’t wait to see J. Berg & Associates experience the ‘Integrity Effect’ of supercharged growth and expansion.”

J. Berg & Associates was founded in 1952 by Missouri native Jerry Berg, who was deeply committed to ensuring the success of his agents. The agency specializes in providing insurance coverage to the senior market, including Medicare, long-term care, home health care, hospital indemnity and life insurance products. Today, the company is one of the nation’s most respected senior-focused IMOs. In 2020, J. Berg & Associates helped serve more than 20,000 American seniors with their life and health insurance needs.

“It’s incredible to now be aligned with Integrity, the largest provider of life and health insurance protection in the United States,” shared Bob Berg, President of J. Berg & Associates. “Integrity’s commitment to excellence ensures we are now on the cutting edge of the industry as we innovate it, and now we will be able to provide our agents resources which are second to none. Our agents look at all avenues to provide well-rounded coverage for each customer and the most advanced technology and partner support can only be found through the Integrity platform. Because of this partnership, we’re more excited about our future than ever before.”

Partnership Inquiries:

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For partnership inquiries, please complete the form below.

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