



Integrity Marketing Group Expands in the Midwest by Acquiring the Senior Market Division of Cornerstone Broker Insurance Services

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DALLAS--(BUSINESS WIRE)--Integrity Marketing Group, LLC ("Integrity"), today announced that it has entered into a definitive agreement to acquire the Senior Market division of Cornerstone Broker Insurance Services Agency, Inc. ("Cornerstone"), one of the largest Medicare Supplement and Medicare Advantage distributors in the Midwestern United States. The division will be rebranded as Cornerstone Senior Marketing to highlight its focus on the Senior Market. As part of the transaction, Cornerstone's founder and CEO, John Carroll and other members of management will become owners in Integrity. Financial terms of the private transaction were not disclosed.

Cornerstone serves Ohio and the surrounding states with over 6,000 agents and offices in Cincinnati, Cleveland and Columbus. In 2017, Cornerstone helped over 30,500 seniors enroll in Medicare related plans. This acquisition expands Integrity's footprint in the seventh largest state by population. Following the closing of the transaction, the business will maintain these offices and all employees will remain in their current roles.

"We are incredibly honored to add Cornerstone to the Integrity group of companies," said Bryan W. Adams, Co-Founder & CEO of Integrity. "This acquisition fits perfectly within our strategy of growing nationally, with a strong presence in local markets. We are confident that the resources and expertise of Integrity will enable Cornerstone Senior Marketing to enhance its service to the senior population of Ohio and the surrounding region."

"Integrity offers Cornerstone agents access to more carriers, enhanced technology, additional sales systems, and increased service that will help them reach their goals," said John Carroll, Founder and CEO of Cornerstone. "As a regional Field Marketing Organization, I knew it was important to align with a larger, national organization to help us reach the next level. I knew Integrity was the right choice when I saw the great people and businesses who have joined them over the past year. I am thrilled for Cornerstone to join the Integrity family."

"Ohio and the entire Midwest region is very important for Integrity. We are excited to have a more prominent presence in the state through this partnership," said Eric Pederson, Vice President of Business Development at Integrity.

More on Carroll's decision to join Integrity can be viewed in the following video
<http://www.integritymarketing.com/cornerstone>.

About Integrity Marketing Group

Integrity Marketing Group, headquartered in Dallas, Texas, is the nation's leading independent distributor of life and health insurance products focused on serving the Senior Market. Integrity develops and distributes life and health insurance products with insurance carrier partners and markets these products through its distribution network, which includes other

large insurance agencies located throughout the country that has over 130,000 independent agents. Integrity serves over one million clients with over 350 employees. In 2018, Integrity will help insurance carriers place over \$850 million in new premium. More information is available at: www.IntegrityMarketing.com.

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