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Alera Group Expands Pennsylvania Footprint with Bell Insurance, Inc.

MAY 13, 2021



Alera Group, a top independent, national insurance and wealth management firm, today announced the acquisition of Bell Insurance, Inc., a full-service independent insurance agency servicing more than 7,000 individuals and families as well as more than 1,500 businesses. With five offices in Pennsylvania, the agency offers a wide array of employee benefits and personal and commercial insurance products.

"We are proud to offer our clients first-rate customer service and competitive rates. Our expert team

serves as trusted advisors through the entire insurance process, making it a tailored, hassle-free experience for each and every client," said Rich Bell, Chief Executive Officer of Bell Insurance.

"Joining the Alera Group family will allow us to enhance our services and continue to exceed our clients' expectations in the South Central Pennsylvania region."

Bell Insurance provides coverage for personal and commercial needs including auto, homeowners, travel, employment practices liability, building and business personal property, farm insurance and more. The agency works with more than 30 insurance carriers, including Penn National, Motorist, Donegal, Travelers, Progressive, Capital BlueCross, Highmark and Liberty Mutual.

"We are thrilled to welcome Rich and Carrie Heckman to the Alera Group team," said Alan Levitz, CEO of Alera Group. "Bell Insurance shares our collaborative mindset, and their commitment to deliver exceptional value to clients makes them the perfect addition to our firm."

Bell Insurance, an affiliate of AIA, Alera Group, will continue serving clients in its existing roles. Terms of the transaction were not disclosed.

About Alera Group

Alera Group is an independent, national insurance and wealth management firm with more than \$500 million in annual revenue, offering comprehensive employee benefits, property and casualty, retirement services and wealth management solutions to clients nationwide. By working collaboratively across specialties and geographies, Alera Group's team of more than 2,000 professionals in more than 100 offices provides creative, competitive services that help ensure a client's business and personal success. For more information, visit www.aleragroup.com, or follow us on [LinkedIn](#) or [Twitter](#).

National Scope. Local Service.

We are passionate about our clients' success in the areas of

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