

AssuredPartners Announces Acquisition of Sterling Insurance Group, Inc. 8/5/2021

Michigan Insurance Company Joins National Broker

LAKE MARY, FL – August 5, 2021 – AssuredPartners, Inc. is proud to announce that Sterling Insurance Group, Inc. (Sterling) of Sterling Heights, MI has joined AssuredPartners. Sterling is the 4th acquisition in June and the 23rd acquisition in 2021. The team of 96 will remain under the leadership of Sterling’s Principal and Founder, Joe Haney and Vice President, Paul Mattes. The agency currently reports \$20 million in annualized revenues.

Joe Haney said, “At Sterling Insurance Group, we have relationships with more than 100 national insurance carriers to provide clients instant access to the most competitive insurance markets in the business. We are looking forward to expanding upon those relationships and our services with the newly formed partnership with AssuredPartners.”

“At AssuredPartners, our focus is on forging rock-solid relationships. Sterling’s team not only provides the highest quality service at a competitive premium but continues to be one of the fastest growing agencies in the country. We are excited to have their team of experts join us,” said Todd Stocksdale, AssuredPartners Regional President.

“We would like to welcome the employees and clients of our new partner, Sterling Insurance Group,” said AssuredPartners President, Randy Larsen. “We are delighted to add this talented team to our existing operations and pleased to have such great representation in the Michigan marketplace.”

For more information on Sterling Insurance Group, please visit: <https://sterlingagency.com/>

ABOUT ASSUREDPARTNERS, INC

Headquartered in Lake Mary, Florida, AssuredPartners is a full-service insurance broker providing commercial insurance, risk management, employee benefits through consulting and services. With over 7,500 employees located in offices throughout North America, London, Belgium and Scotland, AssuredPartners is in the business of building relationships. While cementing powerful, lasting relationships built on trust earned from working openly and honestly with our partners. That’s what we call, Power through Partnership. For more information, call 513-624-1779, email jamie.reinert@assuredpartners.com or visit www.assuredpartners.com.