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Alera Group Acquires Fendley Benefits

SEPTEMBER 15, 2021



Alera Group, a top independent, national insurance and wealth management firm, announced today the acquisition of Fendley Benefits, an employee benefits firm that focuses on cost management, compliance, HR support, technology and employee advocacy.

"Fendley Benefits is a boutique designed employee benefits firm," said Gregg Fendley, President of Fendley Benefits. "At Fendley Benefits, we are dedicated to helping clients keep expenses under control while providing competitive plans and unmatched direct service. This is all in an effort to improve our clients' ability to attract and retain high-

quality employees."

Fendley Benefits is based in Flagstaff, Arizona. The company prioritizes innovative cost management strategies, direct client service and offers an array of products and solutions to employers and employees alike.

"In addition to offering effective cost management strategies, comprehensive plan offerings, administrative support and employee advocacy services, the Fendley Benefits team brings extensive knowledge and enthusiasm to Alera Group," said Alan Levitz, CEO of Alera Group. "Not only will the company expand our footprint in Arizona, it will also strengthen our ability to provide cost-management programs and solutions."

Fendley Benefits joins Alera Group through Benefit Commerce Group, an Alera Group company based in Scottsdale, AZ. The Fendley Benefits team will continue serving clients in their existing roles. Terms of the transaction were not announced.

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About Alera Group

Alera Group is an independent, national insurance and wealth management firm with more than \$650 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 2,500 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](#).

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