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Morse Insurance Agency Merges with Habig & Magoon

The Morse Insurance Agency Inc. merged with the Habig & Magoon Insurance Agency on October 1, 2021.

In the mid-1980s, the Morse Insurance Agency's first merger, between the David R. Morse Insurance Agency and the John I. Lowndes Insurance Agency, was executed by agency founder David Morse. Since then, identifying mutually beneficial merger and acquisition opportunities with other local, independent agencies in the Southeastern Massachusetts marketplace has been an essential part of Morse's overall growth strategy. Morse's Bridgewater and Norton locations were the direct result of agency acquisition deals — Arnberg Insurance in January 2000 and Peloquin Insurance in October 2010, respectively.

With the addition of Habig & Magoon, the total number of mergers and acquisitions for Morse stands at 13. Across the agency's four locations, there are now 40 team members. However, Morse leadership, which includes Dan and his brothers Tim and Brian, will continue to seek out agency owners who may be looking for a partner or to sell, whether in the near future or further down the line.

David Morse's sons Dan, Tim and Brian bought the Morse Insurance Agency from their father in 2004. Morse Insurance works closely with a variety of local, regional and national insurance carriers to bring clients personal and business insurance options.

Source: The Morse Insurance Agency Inc.

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