

MERGERS & ACQUISITIONS

OneDigital Acquires Benefit Services Group

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ATLANTA, GA – February 1, 2022 – [OneDigital](#), the nation’s leading insurance brokerage, financial services, and HR consulting firm, has acquired Benefit Services Group (BSG) of Watertown, New York. This acquisition continues a strong start to the year for OneDigital’s Mergers and Acquisition practice and enhances the firm’s overall presence in the upstate New York area.

Serving over 400 clients, BSG has offered a full suite of comprehensive employee benefits solutions for nearly 30 years as well as HRA’s, FSA’s and Cobra Administration through its Third-Party Administration (TPA) division.

This is the second major upstate New York acquisition for OneDigital in the last year, with BSG now joining forces and collaborating with existing OneDigital benefits and retirement and wealth teams in Rochester and Syracuse.

“ I’ve had the pleasure of knowing the Benefits Services Group team for over 20 years, and their integrity, commitment to their clients, and hands-on approach makes them a great cultural fit for OneDigital. Furthermore, their plan administration capabilities and overall reputation will benefit us immensely by allowing us to continue to grow OneDigital’s footprint across upstate New York.

— [Steven Wladis, Managing Principal, OneDigital Greater New York](#)

“Our new partnership with OneDigital affords us an incredible opportunity to provide enhanced, cutting-edge technology solutions to help grow and support the local businesses we work with,” said BSG Vice President/General Manager Jerry Rose. “Our clients will benefit from having access to a team of specialized

experts from across the country ready to strategize, educate, and guide them in the development of high-value employee benefits packages that can truly make a difference in the battle for talent and overcoming turnover.”

Jerry Rose and John Kamide will continue to lead the Watertown office and 14-member team in the roles of managing principal with OneDigital.

As an industry leader, OneDigital seeks entrepreneurial organizations to expand its comprehensive advisory services and market-leading solutions. The firm's niche for strategic partnerships is backed by its significant growth and successful expansion into new service verticals, fueling its investments in technology solutions and other resources that deliver efficiencies for broker partners and their customers.

About OneDigital

OneDigital delivers strategic advisory consulting and technology-forward solutions to more than 85,000 employers across the nation. As employee health care, wellness and workplace benefits continue to converge, businesses of all sizes have relied on OneDigital’s exceptional advisory teams for counsel in employee benefits, wellbeing, human resources, pharmacy consulting, property and casualty solutions, as well as the retirement and wealth management services provided through OneDigital Investment Advisors. OneDigital’s commitment to technology and innovation enables its 3,000 advisors to deliver the most modern and intuitive customer experience anywhere in the industry.

OneDigital has been named as a Best Place to Work in Insurance by Business Insurance. For more information, visit onedigital.com.

About Benefit Services Group

Founded in 1994, Benefit Services Group, Inc. (BSG) combines years of experience with leading-edge products to provide exceptional service and value to customers. In 1999, BSG acquired Employee Benefit Administrators, LLC, a Third Party Administration business. BSG currently serves over 400 customers and over 20,000 employees and covered dependents for group medical, dental, life insurance, and disability insurance. Clients range in size from sole proprietors to very large groups and from associations, school districts, towns, villages, counties, and unions, to corporations with divisions nationwide. For more information, visit www.benefitservicesgroup.net.


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