

Connexion to Acquire American Senior Resources

March 10, 2022


Effective this month, Connexion is acquiring American Senior Resources (ASR). With this merger, ASR and Connexion will become the leading General Agency of Medicare and Individual Medical plans in Washington state. Connexion's Group Medical and Group Ancillary business will continue to operate under the Connexion brand while the Senior and Individual lines, including Individual Ancillary lines will operate under the ASR brand.

The new organization will have an unmatched ability to offer a diversified individual product portfolio (e.g. life insurance, annuities, long term care, national and regional carriers, etc.), scale existing partner programs (Provider Alliance Program), provide more sales and marketing opportunities for producers (carrier events and co-marketing), and ultimately reach more underserved seniors and individuals in the Northwest.

"We are thrilled to partner with Connexion! Our joint culture will be centered around producer comradery, service, and a commitment to assisting producers with all facets of their business so they can focus on what they do best - offer the right products to suit their client's needs. Having been in the industry for 30 years, this merger will bring together local experienced staff that truly have their finger on the pulse of our industry. Exciting times ahead," ASR President Jerry Lyons.

"ASR and Connexion is a perfect match because each organization brings different strengths to the table. The new organization will bring best-in-class sales and marketing opportunity, technology, and operational processes to producers and partners," - Connexion CEO Rick Grover.

If you have questions, contact Connexion at **800-386-6160 (tel:800-386-6160)** or **800-228-5798 (tel:800-228-5798)** or email **ASR@asrconnect.com (mailto:ASR@asrconnect.com)**.

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