

NEWS, MERGERS & ACQUISITIONS

OneDigital Continues Investments in Property & Casualty with Addition of Security First Insurance Agency

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ATLANTA – April 13, 2022 – [OneDigital](#), a leading insurance brokerage, financial services and HR consulting firm, announced it has acquired Denver-based Security First Insurance Agency (SFIA). SFIA represents OneDigital’s first property and casualty (P&C) office in Colorado and the latest addition to OneDigital’s growing national P&C practice.

Founded in 2004 by Tim Van Denend and Jeff Krommendyk and built on the principles of integrity and commitment, SFIA is a superior insurance advisory firm with market-leading expertise. SFIA’s P&C risk management solutions and focus on building relationships with clients are sought after and highly valued by their over 2,500 small to mid-sized businesses and households located up and down the Front Range of Colorado.

“As part of OneDigital’s robust growth strategy, we seek to build scale with partners who provide well-defined synergies with our business. In our search, we look for personal leaders who share our fresh-thinking, relentless, trustworthy approach that provides our valued clients with peace of mind that their businesses are future-proof. Tim, Jeff and their excellent team align with this approach and partnering with them solidifies the strength of our P&C vertical while providing the diversity of product that our clients trust.

— [Kristine Meuse, Regional Managing Principal of Sales and Operations](#)

“OneDigital embodies the value drivers that we have been looking for to bring additional resources to our clients and endless opportunities to our stakeholders,” remarked Jeff Krommendyk, Co-Founder and Principal at Security First Insurance Agency.

SFIA was started with the sole purpose of driving relationships back into the insurance industry. Not only was their vision to ‘create 10,000 stories of valued lasting impressions’ for their clients, stakeholders, strategic partners and community, they also wanted to create a workplace where their staff felt cared for and valued. Jeff Krommendyk and Tim Van Denend continue to lead the operations in Denver as Managing Principals and join OneDigital with 16 of their dedicated employees.

OneDigital is reshaping the boundaries of its customer-facing solution set differently than any other market participant across the country, empowering greater growth for businesses and people. The expectation is that many like-kind multiline firms will find a home at OneDigital to become the preferred destination for clients across the country.

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](https://www.onedigital.com).

About Security First Insurance Agency

Security First Insurance Agency, founded in 2004, is a full-service Denver-based agency specializing in commercial and personal property and casualty insurance. SFIA’s dedicated insurance experts help clients and individuals navigate the complex property and casualty insurance market finding the right coverage to better protect their customers. For more about SFIA, visit www.securityfirstia.com.


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