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Alera Group Acquires West Michigan Insurance Inc.

MAY 19, 2022



Alera Group, a top independent, national insurance and wealth services firm, today announced the acquisition of West Michigan Insurance Inc., a property & casualty insurance agency based in Grand Rapids, Michigan, with office locations in Shelby, Michigan, and Hart, Michigan.

Founded in 1924, West Michigan Insurance brings a vast array of insurance and risk management knowledge to the marketplace. They offer personal and commercial insurance programs, with designated experts in restaurants, farm & crop, non-profit, construction, and commercial trucking.

"We are proud to welcome West Michigan Insurance to Alera Group," said Alan Levitz, CEO of Alera Group. "Their deep industry expertise, as well as their commitment to serving clients with excellence, makes them an exciting addition as we continue to expand through Michigan and the surrounding region."

"West Michigan Insurance has been in the business for nearly 100 years. We have built our company on the value of trustworthy consultative service," says Craig Terpstra, President of West Michigan Insurance. "Joining Alera Group and their expansive network of national resources and carrier relationships will set us up to continue providing this service for years to come."

West Michigan Insurance will join Alera Group through local office Lighthouse, an Alera Group company headquartered in Grand Rapids. The West Michigan Insurance 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 services firm with more than \$950 million in annual revenue, offering comprehensive employee benefits, property and casualty, retirement plan services and wealth services solutions to clients nationwide. By working collaboratively across specialties and geographies, Alera Group's team of more than 3,500 professionals in more than 150 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.

National Scope. Local Service.

We are passionate about our clients' success in the areas of employee benefits, property and casualty, risk management and wealth management.

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