

Acrisure Acquires QuickInsured to Immediately Expand Digital Sales Funnel

June 16, 2022

Acquisition provides Acrisure with proprietary technology to enhance and streamline the client offering and experience

GRAND RAPIDS, MI (June 16, 2022) – Acrisure, a fast-growing fintech leader that operates a top-10 global insurance broker, today announced it has acquired QuickInsured (QI), a best-in-class tech-enabled insurance agency. Through this acquisition, Acrisure will gain usage of QuickInsured’s proprietary digital sales funnel. This technology customizes and provides multiple insurance solutions to customers in a cost-effective and efficient way.

As a first step, with this new technology platform, Acrisure will drive further revenue growth by leveraging the significant number of client transactions in its [Real Estate Services](#) division, utilizing QI’s existing digital sales platform to seamlessly offer these customers personal line insurance policies. Acrisure’s vision is to quickly expand this capability across its multiple verticals.

“QuickInsured is another important technology ingredient that will help streamline and simplify processes for our clients and sales professionals,” said Greg Williams, Co-Founder, Chairman and CEO of Acrisure. “We’re obsessively innovating ways to better serve our clients, while expanding products and services across all verticals.

QI's proprietary technology helps us do just that.”

QuickInsured's technology provides access to top-rated carriers, eliminating the time-consuming shopping process while providing consumers with the best insurance products for their needs.

QuickInsured also has both proprietary technology and mutually beneficial joint venture partnerships, creating a unique business-to-business-to-consumer model.

“We have long admired Acrisure's business model and focus on innovation and are excited to combine our technology to grow together,” said QuickInsured's CEO Jerry Batt. “We are confident in our ability to help Acrisure continue to transform its technology offerings for clients, further establishing their dominance in the industry.”

Terms of the transaction were not disclosed.

About Acrisure

Acrisure specializes in intelligence-driven financial services, providing a broad array of products including Insurance, Real Estate Services, Cyber Services, and Asset Management. The Company has grown revenue from \$38 million to more than \$3.5 billion in just over eight years with locations throughout the world. Acrisure is the intelligence-driven financial services distribution platform of the future. Find out more at www.acrisure.com.

Media Contact:

Acrisure: Elliott Bundy, EBundy@Acrisure.com, (347) 561-0276