

Alera Group Acquires Haylor, Freyer & Coon, Inc.

OCTOBER 17, 2022



Alera Group, a top independent national insurance and wealth services firm, announced today the acquisition of Haylor, Freyer & Coon, Inc., a top 100 independently owned insurance agency providing insurance and risk management solutions.

“At Haylor, Freyer & Coon our reputation has been built upon being a trusted advisor and partner to our clients. We have grown our brand over the years by developing specialty niche markets and continually adding value to our clients by focusing on their needs from an overall risk management perspective. This goes well beyond simply selling insurance policies to our customers”, said James D. Freyer Jr., CEO of Haylor, Freyer & Coon.

Founded in 1928, Haylor, Freyer & Coon, Inc. has dedicated business divisions focused on offering property and casualty insurance to commercial enterprises,

municipalities, individuals, employee benefits plans, and personalized insurance solutions for college students.

According to Freyer, "Alera Group is an excellent fit for our firm, since we both believe that collaboration and making a difference for our clients are the keys to success. As part of Alera Group, Haylor, Freyer & Coon has the exciting opportunity to have an even greater presence with our customers through expanded products and services, collaborative/in-depth practices group expertise, and additional insurance market options. These enhanced products and services provide world class resources to each and every client. Our commitment to the community has not changed, and our passion for supporting the places where we work and live will continue to thrive. This is an exciting time for us all! We look forward to continuing the business, community and personal relationships we've nurtured over our 94 year history."

"The Haylor, Freyer & Coon, Inc. team provides insurance and risk management solutions with distinctive and exceptional service," said Alan Levitz, CEO of Alera Group. "We are thrilled to welcome the team to the Alera Group family, as we share both client first values and a collaborative working environment."

The Haylor, Freyer & Coon, Inc. team will continue serving clients in their existing roles. Terms of the transaction were not announced.

###

About Alera Group

Alera Group is an independent, national insurance and wealth services firm with more than \$1 billion in annual revenue, offering comprehensive employee benefits, property and casualty insurance, 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 <https://aleragroup.com/> or follow us on LinkedIn.