

# KAFL Insurance Resources Becomes Newest ICON Affiliate

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**One of the largest brokerage general agencies in the northeast selects AmeriLife and AIMCOR Group joint venture to accelerate its growth and expand distribution**

PAOLI, Penn. and CLEARWATER, Fla. --News Direct-- AmeriLife

AIMCOR Consolidated LLC (“ICON”), a joint venture between [AIMCOR Group](#), LLC (“AIMCOR”) and [AmeriLife Group](#), LLC (“AmeriLife”), announced today that it has acquired [KAFL Insurance Resources](#) (“KAFL”), one of the largest brokerage general agencies (BGAs) in the northeast. Per the agreement, terms of the deal were not disclosed.

“As the dynamics of insurance brokerage evolve, today’s value proposition needs to include more services and resonate with the non-traditional insurance advisor,” said Peter Skelton, corporate advisor of KAFL Insurance Resources. “As we looked to find the right strategic partner to enhance technology and expand distribution access, ICON stood out as the ideal partner, aligned with our core values of Innovation, Collaboration, Integrity and Respect. Simply put, ICON has a different message and

different value than what we found in the market and KAFL is proud to become an ICON affiliate.”

Founded in 1991 in Rochester, N.Y., KAFL’s national sales and service teams specialize in partnering with financial professionals, agents and affiliates to provide agency, business consulting, marketing and new business support services for a variety of products, including underwritten life, disability, long term care, annuities, employee benefits and other senior market products.

As part of ICON, KAFL will continue to be a leading AIMCOR member and become ICON’s primary hub for central solutions and services, helping to support the growth of its fellow ICON affiliates and expand access to underwritten life products across AmeriLife’s distribution channels. With the closing of this deal, Peter Skelton and Lorrie Gibbons will become principals in ICON and part of its corporate senior leadership team while continuing to oversee KAFL’s affiliated locations.

“We are so excited to share the news of our partnership with ICON. Our talented team has worked hard over the years to create strong operational processes that we look forward to building upon together by offering an expanded product suite and access to more resources that will make it easier for our producers to write business,” said Lorrie Gibbons, president and CEO of KAFL. “As our business and industry continue changing, ICON gives us the confidence of knowing that we can continue our successes and growth into the future!”

“With the addition of KAFL’s breadth of expertise, talent and operational capabilities to ICON, we’re positioned to accelerate our efforts of building the necessary infrastructure to better support our AIMCOR and AmeriLife partners, grow the adoption of individual protection solutions, and expand product access across our collective distribution networks,” said Marc Verbos, president of ICON. “Our partnership with KAFL marks a significant milestone in our journey of building an industry-leading distribution company, and is a testament to our ability to deliver meaningful value to our affiliates.”

“We’re creating a truly unique and attractive value proposition for the BGA that is looking to affiliate with a national marketing organization that offers an expanded choice in ownership structure, operating model, product and distribution access,” commented AIMCOR president & CEO John Ziambras. “ICON’s continued growth further validates our journey to evolve

AIMCOR into a best-in-industry NMO that continues to deliver unparalleled value to our members.”

“KAFL has a strong portfolio and applies just the kind of comprehensive, holistic approach that AmeriLife strives to add to its best-in-class distribution network,” added Mike Vietri, AmeriLife’s Chief Distribution Officer. “We’re excited to welcome the KAFL team to ICON and are excited to support their continued expansion and growth ambitions.”

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### **About KAFL Insurance Resources**

KAFL Insurance Resources is passionate about their role in creating long-lasting partnerships within a nationally-focused, multi-line general agency built on values of integrity, respect, accountability, innovation and collaboration. They offer a well-rounded portfolio to create a holistic approach to supporting their producers and creating peace of mind with all partners by providing access to innovative tools and resources to make doing business easier, while remaining dedicated to providing a customized team approach that ensures personalized service to help producers, agents, and financial professionals grow their business. For more information, visit [KAFL.com](http://KAFL.com).

### **About ICON**

ICON (“AIMCOR Consolidated LLC”) is a joint venture between [AIMCOR Group](#), LLC and [AmeriLife](#) Group, LLC. By combining the power of a premier national marketing organization (“NMO”) with capital resources, innovative technology, a multi-product platform and a robust suite of centralized shared services, ICON offers brokerage general agencies (BGAs) a different way to stay competitive and evolve their business. ICON helps its partners focus on long-term sustainability by helping reduce risk, gain access to capital, and empower their ability to deliver a comprehensive portfolio of products and services, all while supporting their producers so that they can better scale their business, protect their legacy, and enhance their service offerings.

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