

GTE Financial announces acquisition of local insurance group serving Hispanic community

TAMPA, FL (February 16, 2023) — GTE Financial, one of Tampa Bay’s leading financial institutions, has acquired Blue Star Insurance Group Inc., a local and regional agency focusing on auto, home, business, life, and health insurance. The acquisition helps the credit union expand its insurance offerings into Tampa’s Hispanic market.

“The acquisition of Blue Star Insurance Group aligns with our ongoing mission to positively support our Hispanic community,” comments Jeffrey Williams, VP of CUSOs, Wealth, and Private Bank at GTE Financial. “With 18.5% of our total membership being Hispanic and 36% of our total employees, we have the right talent and resources to assist with Blue Star’s customer base.”

The acquisition of Blue Star positions GTE to help other credit unions offer services to their members. The credit union hopes this will develop the credit union community by providing opportunities for other organizations to deepen their service offering for members.

If you are interested in learning more about GTE Financial and Blue Star Insurance Group, please visit <https://www.mybluestarinsurance.com/>.



About GTE Financial

GTE Financial is a not-for-profit financial cooperative located throughout West Central Florida with over \$2 billion in assets and 23 Community Financial Centers. Chartered in 1935, GTE Financial is locally owned and operated in the Tampa Bay area, serving more than 230,000 individuals and businesses. For more information on GTE Financial, visit gtefinancial.org.

For more information, interviews, or media requests, please call (813) 644-7443 or email Savannah Cruz at pr@bkncreative.com.

About Blue Star Insurance Group Inc.

Since 2014 Blue Star Insurance Group Inc has served our community, protecting clients with their homeowners, auto, and business insurance needs. The proper coverage makes all the difference. Our goal is to help you find a policy that offers you the best price but with coverage that protects you in an event. For more information, visit bluestarinsurancefl.com.

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