

Wednesday, August 2, 2023



Lifeley Continues Expansion with Acquisition of Insurance Agency Certainty Financial Group

Share Article



Lifeley's proprietary agency management platform and successful business formula attracted the agency with thousands of agents.

ORLANDO, FLA. (PRWEB) APRIL 12, 2023

Lifeley, a tech-forward insurance IMO, is continuing its exponential growth with the acquisition of Certainty Financial Group ("CFG"), a fast-growing insurance agency with thousands of agents.

Based in California, CFG has exploded in size since its inception, producing millions in annual premium in 2022. It was founded by a group of highly-experienced industry professionals.

"Certainty Financial Group is a synergistic addition to Lifeley," says Peter Strack, CEO of Lifeley. "Our industry-leading tech combined with CFG's unparalleled mastery of life Insurance adds depth to Lifeley's product diversity."

As part of the acquisition, Lifeley will absorb CFG's entire book of business, and CFG leaders will contribute to Lifeley's existing sales division through mentorship and recruiting. CFG's agents will have exclusive access to advances in Lifeley.tech, Lifeley's proprietary agency management platform, that are not available to the public.

###

About Lifeley, LLC

Lifeley is a fintech company optimizing outdated processes in the life insurance industry. It empowers insurance agents, agencies, IMOs/FMOs, and carriers to maximize revenue with groundbreaking tech that simplifies every aspect of the life insurance business. It was founded in 2021 by Peter Strack, an entrepreneur and venture capitalist with a proven track record of building, scaling, and selling multimillion-dollar companies. It is backed by The Strack Group.

Additional Links:

<https://www.lifeley.com>

<https://www.facebook.com/LifeleyHQ>
<https://www.instagram.com/lifeleyhq/>
<https://www.linkedin.com/company/lifeleyhq>

About The Strack Group

The Strack Group is a venture capital firm that invests in later-stage companies in the industries of real estate, insurance, technology, and services. The firm specializes in investing and evolving businesses that show high potential to scale their platform to large audiences and then positioning owners to exit. It was founded by serial entrepreneur Peter Strack. Learn more at <https://www.thestrackgroup.com>.

Additional Links:

<https://www.facebook.com/TheStrackGroup/>
<https://www.instagram.com/thestrackgroup/>

Share article on social media or email:



View article via:

PDF **PRINT**

Contact Author

PETER STRACK

The Strack Group
 1 (407) 212-7593
[Email >](#)

News Center



Questions about a news article you've read?

Reach out to the author: contact and available social following information is listed in the top-right of all news releases.

Questions about your PRWeb account or interested in learning more about our news services?

Call PRWeb: 1-866-640-6397



CREATE A FREE ACCOUNT



©Copyright 1997-2015, Vocus PRW Holdings, LLC. Vocus, PRWeb, and Publicity Wire are trademarks or registered trademarks of Vocus, Inc. or Vocus PRW Holdings, LLC.

