

[f \(https://www.facebook.com/AmeriLifeCorporate/\)](https://www.facebook.com/AmeriLifeCorporate/)
[in \(https://www.linkedin.com/company/amerilife\)](https://www.linkedin.com/company/amerilife)
[▶ \(https://urldefense.proofpoint.com/v2/url?u=https-3A_www.youtube.com/watch?v=5Fpq3szuOg&d=DwMBaQ&c=9kXwhKegtYeegWqETKbfKA&r=7it0lRQdc&m=uajAdrpTaxGhC4ntgGqVkkfjegAcMJxaMtZ7VqBhX9Y&s=WmF8FmZryuwiyzFfsK\)](https://urldefense.proofpoint.com/v2/url?u=https-3A_www.youtube.com/watch?v=5Fpq3szuOg&d=DwMBaQ&c=9kXwhKegtYeegWqETKbfKA&r=7it0lRQdc&m=uajAdrpTaxGhC4ntgGqVkkfjegAcMJxaMtZ7VqBhX9Y&s=WmF8FmZryuwiyzFfsK)

[📷 \(https://www.instagram.com/amerilife\)](https://www.instagram.com/amerilife)

AMERILIFE® (<https://amerilife.com>)
[Newsroom \(https://amerilife.com/newsroom/\)](https://amerilife.com/newsroom/) > Article




AmeriLife's Saybrus Partners Agrees To Transfer Agreement With Prudential Financial To...

Jun 06, 2023

MERGERS & ACQUISITIONS

 By AmeriLife Communications

f (<https://www.facebook.com/AmeriLifeCorporate/>) in ([https://urldefense.proofpoint.com/v2/url?u=https-3A_www.youtube.com/watch?v=5Fpq3szuOg&d=DwMBaQ&c=9kXwhKegtYeqgWqETKbfKA&r=7it0IRQdc&m=uajAdrpTaxGhC4ntgGqVKkfjegAcMJxamtZ7VqBhX9Y&s=WmF8FmZryuwiyzFfsK](https://www.youtube.com/watch?v=5Fpq3szuOg&d=DwMBaQ&c=9kXwhKegtYeqgWqETKbfKA&r=7it0IRQdc&m=uajAdrpTaxGhC4ntgGqVKkfjegAcMJxamtZ7VqBhX9Y&s=WmF8FmZryuwiyzFfsK))
 AMERILIFE (<https://amerilife.com>)  (<https://www.instagram.com/amerilife>)  

Agreement strengthens Saybrus' market position and grows institutional life distribution team by 75 talented professionals

HARTFORD, Conn. and CLEARWATER, Fla. – June 6, 2023 – Saybrus Partners

(<https://saybruspartners.com/>) (“Saybrus”), a market leader in life and annuity distribution and an affiliate of **AmeriLife** (<https://amerilife.com/>) Group, LLC (“AmeriLife”), announced today that it has reached an agreement with **Prudential Financial** (<https://www.prudential.com/>), Inc. (“Prudential”) to move the latter’s wholesale life insurance brokerage general agency known as Prudential Life Distributors to Saybrus, cementing the firm as a premier provider of life insurance point of sale consultation in the industry. Per the agreement, terms of the deal were not disclosed.

“We’re thrilled to welcome our newest colleagues to Saybrus and are excited for the opportunities ahead,” said Edward W. Cassidy, managing principal of Saybrus Partners. “Today’s announcement represents a significant milestone for our company and highlights the strength of our best-in-class life insurance distribution model. We look forward to continuing to grow our business and accelerating the success of our partners’ advisors and their clients.”

“We are thrilled to partner with Saybrus, who shares our deep commitment towards clients and the people who support them,” added Kevin Brayton, head of Individual Life Insurance Distribution and Sales for Prudential Financial. “I am confident that under Ed’s leadership, Saybrus will only continue to drive a much greater impact on key relationships and strengthen the value of those relationships over time.”

Based in Hartford, Conn., Saybrus Partners was formed in 2009 to bring its boutique distribution model to financial institutions, delivering customized support, proactive consultation and transparent, centralized management for advisors and insurance agents. The company was acquired by AmeriLife in 2021 and operates as a

standalone company. Since its inception, Saybrus, which has nearly 200 employees nationwide, has insured nearly half a million lives with more than \$120 billion death benefit in force.

[f \(https://www.facebook.com/AmeriLifeCorporate/\)](https://www.facebook.com/AmeriLifeCorporate/) [yt \(https://www.youtube.com/watch?v=5Fpq3szuOg&d=DwMBaQ&c=9kXwhKegtYeggWqETKbfKA&r=7it0IRQdc&m=uaJAdrpTaxGhC4ntgGqVKkfjegAcMJxaMtZ7VqBhX9Y&s=WmF8FmZryuwiyzFfsK\)](https://www.youtube.com/watch?v=5Fpq3szuOg&d=DwMBaQ&c=9kXwhKegtYeggWqETKbfKA&r=7it0IRQdc&m=uaJAdrpTaxGhC4ntgGqVKkfjegAcMJxaMtZ7VqBhX9Y&s=WmF8FmZryuwiyzFfsK)
[ig \(https://www.instagram.com/amerilife\)](https://www.instagram.com/amerilife)

"As AmeriLife Wealth sets out to redefine the agent and advisor experience, today's announcement is a testament to the incredible impact that our distribution partners are making," said Mike Vietri, Chief Distribution Officer of Wealth for AmeriLife.

"We're excited for this injection of talent into an already performative business, and look forward to continued expansion of our services and support for the institutional market."

[View Official Press Release](#)

(<https://newsdirect.com/news/amerilifes-saybrus-partners-agrees-to-transfer-agreement-with-prudential-financial-to-expand-firms-industry-leading-life-distribution-783172172>)

(<https://amerilife.com>)

About Us

[Who We Are \(/About-Us/Who-We-Are/\)](#)

[Our Leaders \(/About-Us/Our-Leaders/\)](#)

[Our Distribution \(/About-Us/Our-Distribution/\)](#)

[Community Involvement \(/About-Us/Community-Involvement/\)](#)

[F \(https://www.facebook.com/AmeriLifeCorporate/\) in \(https://w](#)

[\(https://urldefense.proofpoint.com/v2/url?u=https-3A_www.youtu](#)
[5Fpq3szuOg&d=DwMBaQ&c=9kXwhKegtYeggWqETKbfKA&r=7i](#)

Our Solutions

[For Affiliates \(Https://Amerilife.Com/Our-Solutions/Affiliates/\)](#) [@ \(https://www.instagram.com/amerilife](#)

[For Agents & Advisors \(Https://Amerilife.Com/Our-Solutions/Agents-And-Advisors/\)](#)

AMERILIFE® (<https://amerilife.com>)



[For Carrier Partners \(Https://Amerilife.Com/Our-Solutions/Carriers/\)](#)

[For Consumers \(Https://Amerilife.Com/Our-Solutions/Consumers/\)](#)

[For Our Employees \(Https://Amerilife.Com/Our-Solutions/Employees/\)](#)

[Newsroom \(/Newsroom/\)](#)

[Join Our Team \(/Join-Our-Team-2/\)](#)

AmeriLife, ©2023

Not affiliated with the U. S. government or federal Medicare program.

We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact [Medicare.gov](http://medicare.gov) (<http://medicare.gov/>) or **1-800-MEDICARE** (tel:18006334227) to get information on all of your options.

[Privacy Policy \(https://amerilife.com/fbtermsandpolicy\)](https://amerilife.com/fbtermsandpolicy)

[Terms & Conditions \(https://amerilife.com/terms\)](https://amerilife.com/terms)

[SMS Terms & Conditions \(https://amerilife.com/sms-text-messaging-terms-and-conditions\)](https://amerilife.com/sms-text-messaging-terms-and-conditions)