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First MainStreet Adds Four Agencies in Iowa

First MainStreet Insurance L.C. (FMSI), an affiliate of TrueNorth Companies L.C., announced the addition of four new agencies.

Lauer & Lauer Insurance, based in West Union, Iowa was FMSI's first acquisition of 2023. Established in 1954 and led by fourth-generation insurance agent, Michael Lauer, Lauer & Lauer comes to FMSI with a great client base, strong reputation in their marketplace and a fine list of carrier partners.

The second acquisition of 2023 was a private fold-in to one of FMSI's longstanding southern Iowa locations. The acquisition was privately done. FMSI said it is excited to execute the agreement and to continue to transact profitable business in the area.

The next agency to be announced is the addition of Dubuque Insurance Services in Dubuque, Iowa. A start-up agency dating back to the mid-1990s, Phil and Debbie Meyer have been a constant in the insurance landscape of this northeastern Iowa town. Joining FMSI in ownership in this new venture is Thad Meyer, nephew to Phil and Debbie. Along with Phil and Debbie, Thad will continue to build on the legacy that was established 28 years ago.

Lastly is the merger of Lillis Insurance Agency in Williamsburg, Iowa. Since its founding in 1937, Lillis Insurance has been a constant presence in this quintessential Iowan town. Joining FMSI in ownership is partner, Dan Lillis.

Source: FMSI

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