

# Achieva Credit Union purchases Cannella Insurance Services

New entity will be Achieva Insurance Agency, LLC

**DUNEDIN, FL (October 31, 2023)** — Achieva Credit Union announces that they recently acquired Cannella Insurance Services and will continue to operate under the same management and team under the new name, Achieva Insurance Agency, LLC.

Cannella Insurance Services was founded in 2003 by Joseph H. Cannella, a third-generation native of Tampa, as a result of a split from Allines Insurance Brokerage, Inc, which he co-founded in 1993. Today the firm has just under 900 insurance clients, primarily in the Tampa Bay region but also with clients in Lee, Broward, and Miami-Dade counties.

The firm specializes in auto, car, home, boat, business, commercial, and flood insurance, including insurance for religious organizations, churches, museums, private schools, and builders risk.

“This acquisition brings only positive outcomes for each of our valued clients,” said Cannella. “By leveraging Achieva’s resources, we will be able to expand our product offering by attracting several additional new insurance carriers and contracting with these additional quality insurers to create an expanded product offering that will only be a win for our customers.”

Cannella will now serve as Director of Achieva Insurance Agency LLC.

“I will continue to be here for all our clients as I have for the past 20 years,” he said. “We will continue to provide exceptional service and commitment to customer satisfaction. Everyone at Cannella Insurance is very excited about the new opportunities that this acquisition will bring about by allowing us to expand our product offerings.”

“Achieva Insurance Agency shares the values of personalized customer care, integrity, and expertise that Cannella Insurance provided for over two decades,” said John Wintermeier, Achieva Insurance Agency Board Chairman. “Combined with our ability to handle higher volumes of clients and proven efficiencies throughout our 25 branches across Southwest Florida, we look forward to offering an even broader range of insurance options to meet the specific needs of our clients in these challenging times with insurance coverage in Florida.”

Achieva advises they do not anticipate any immediate changes to their current clients' insurance coverages or policies as a result of the acquisition.

“Policies will remain in effect, and you can continue to rely on us for your insurance needs,” said Cannella. “Our dedicated team will work to ensure a seamless transition and uninterrupted service.”

To find out more about Achieva Insurance Agency LLC, please call 813-258-8084.

## About Achieva Credit Union

Achieva Credit Union was founded in 1937 in Pinellas County. Today, it is rated a Superior 5-Star credit union by Bauer Financial and has more than \$2.7 billion in assets and 25 branches serving more than 160,000 members. Anyone who lives or works in Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lee, Manatee, Monroe, Pasco, Pinellas, and Sarasota Counties, or whose family member has an Achieva Credit Union account can bank with Achieva. For more information, visit [www.achievacu.com](http://www.achievacu.com).

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