

# Alden C. Goodnow Insurance Agency Acquires Inlign Insurance

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AC Editor



Danvers-based Alden C. Goodnow has announced the acquisition of Inlign Insurance Agency. Inlign Insurance Agency is a subsidiary of Lowell-based Align Credit Union. This strategic move will expand the agency's geographic footprint while enhancing its ability to provide tailored insurance products and personalized service to meet the unique needs of every client. The acquisition also reinforces Alden C. Goodnow's commitment to providing unparalleled insurance services with a combined experience of over 150 years.

"We are thrilled to welcome Inlign Insurance customers into the Alden C. Goodnow Insurance Agency family," expressed Goodnow CEO, Brian Giordano in his comments on the acquisition. "This acquisition is a unique opportunity to seamlessly bring valued local clients into our Danvers office to experience the highest standard of service the industry has to offer". We are also excited to offer an even broader range of locally serviced insurance products".



Continuing on he noted, “We remain committed to seeking excellent opportunities, such as this, to grow our customer base while maintaining our identity as a local community-oriented agency. Providing exceptional service remains our utmost priority, and I, as President, am dedicated to upholding this commitment. Our core mission revolves around consistently delivering competitive rates, comprehensive policies, and top-tier service to our valued customers”.

## **Agency Also Celebrating its 75th Anniversary This Year**

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In addition to being a year of growth for the local independent insurance agency, 2023 also marks another remarkable milestone for the agency as it celebrates its 75<sup>th</sup> year in business. Founded in 1953 by Alden C. Goodnow, the agency is now owned and operated by Brian Giordano, who is proud to continue on the traditions set by the agency over the years and its longstanding tradition of excellence in the insurance industry.

With deep roots and an unwavering dedication to their clients, Alden C. Goodnow Insurance Agency has continuously evolved to meet the changing needs of the community. Their involvement in various charitable causes, including contributions to cancer fighting organizations and support for the local Danvers YMCA, reflects their commitment to the well-being of the community they serve.

As the agency celebrates its 75<sup>th</sup> year, the agency looks forward to the next chapter of its journey, serving the community with the same dedication and excellence that has defined it for generations.