

# Cross Insurance Acquires the North Shore's Daly Insurance

[agencychecklists.com/2023/06/05/cross-insurance-acquires-the-north-shores-daly-insurance-66312](https://agencychecklists.com/2023/06/05/cross-insurance-acquires-the-north-shores-daly-insurance-66312)

AC Editor



---

## This is the third Cross acquisition in the area since the start of 2022

Cross Insurance continues to expand its presence on the North Shore. In May of 2022, the Bangor-based agency announced a double acquisition in the area with the acquisition of sister agencies Harold Humphrey Insurance Agency and the Byfield Insurance Agency, Inc. in the Newburyport area as well as establishing a new brick and mortar office there. Fast forward to May of this year, the agency announced that effective May 1, 2023, the North Shore's Day Insurance Family has joined the Cross Insurance family of insurance agencies adding a third North Shore agency to its ranks.

Based in Beverly, the Daly Insurance Agency was founded 2010 by Kevin P. Daly, CPCU after a successful career working in the insurance industry. From a one-person agency with a part-time employee, Mr. Daly grew his independent agency over the past 13 years into a team of eight experienced insurance advisors focusing on providing both personal and commercial insurance.

No further terms of the transaction were disclosed.

## A look at all the recent acquisitions by Cross Insurance in the New England/Northeast Area

---

Now considered the second-largest insurance broker in Massachusetts, Cross Insurance continues to grow its presence not only across the Commonwealth, but throughout the Northeast. Since 2020, it has made 10 agency acquisitions in the Bay State alone, not counting the one just announced. The following is a complete list of the acquisitions in the region since 2020.

<b>QUARTER</b>	<b>DATE ACQUIRED</b>	<b>AGENCY ACQUIRED</b>	<b>LOCATION</b>
<b>2020</b>			
Q1	1/1/2020	ACBI	Connecticut
Q1	3/6/2020	Deblasio Insurance	Rhode Island
Q1	3/6/2020	Gaspee Benefit Planners	Rhode Island
Q2	5/1/2020	Clifton Brokerage	Connecticut
Q3	7/1/2020	The Doyle Agency, Inc.	Connecticut
Q3	7/10/2020	Charles Goodman	New York
Q3	8/1/2020	Kettle Creek	Connecticut
Q4	12/15/2020	Daigle & Travers	Connecticut
Q4	12/30/2020	Boston Marine	Massachusetts
Q4	12/31/2020	McSweeney & Ricci	Massachusetts
<b>2021</b>			
Q1	2/12/2021	Bedford Insurance Brokerage	New York
Q2	4/1/2021	Business Benefits, Inc.	Massachusetts
Q2	5/3/2021	A. J. Benet, Inc.	New York
Q2	6/15/2021	Boynton Insurance Agency	Massachusetts
Q4	11/30/2021	Corkin Insurance Agency	Massachusetts
Q4	12/1/2021	The Doyle Agency, Inc.	Connecticut
<b>2022</b>			
Q1	2/1/2022	Byfield Insurance Agency, Inc.	Massachusetts
Q1	2/1/2022	Harold Humphrey Insurance Agency	Massachusetts
Q2	4/1/2022	Northern Benefits of Massachusetts, LLC	Massachusetts
Q2	5/1/2022	J. Biron Agency, LLC	Connecticut
Q2	5/1/2022	Northeast Surety, LLC	Connecticut
Q2	6/1/2022	Loiselle Insurance Agency	Rhode Island

<b>QUARTER</b>	<b>DATE ACQUIRED</b>	<b>AGENCY ACQUIRED</b>	<b>LOCATION</b>
Q3	7/1/2022	Marshfield Insurance Agency, Inc.	Massachusetts
Q3	7/14/2022	Maine Insurance Agency	Maine
Q3	8/1/2022	Patriot Benefit Solutions Insurance Agency, LLC	Massachusetts
Q3	8/8/2022	DKE Risk Solutions, LLC	Connecticut