

# The Benefit Company Enters Strategic Partnership with IMA Financial Group

October 9, 2023 - 11:23 AM

[Industry News](#)

Reading Time: 4 Minutes, 21 Seconds

**(DENVER – Oct. 9, 2023)** [IMA Financial Group](#), a North American insurance brokerage firm specializing in risk management, insurance, wholesale brokerage and wealth management, has entered a strategic partnership with [The Benefit Company](#) (TBC) and [The Bottoms Group](#) (TBG). With a history of successful collaboration on pivotal business ventures, the two firms joined the IMA family of companies on Oct. 1, 2023.

The partnership advances IMA’s Employee Benefits expertise at a time when the importance of benefits to attract and keep employees is paramount to companies.

TBG and TBC have collectively provided employee benefits insurance products and consulting services to businesses, educational institutions and individuals across Georgia and the Southeastern U.S. for more than 100 years. In addition, the two companies have a long history of working collaboratively to benefit clients, as evidenced by a successful joint venture, [TBX Benefit Partners](#), established in 2012, which provides tailored solutions to Fortune 1000 employers and large educational institutions.

“Partnering with IMA will allow us to serve our clients better and provide additional opportunities for our employees to grow in their careers,” said The Benefit Company President John Hearn. “Culture is vital to us, and IMA’s strategic vision and core values show a commitment to independence and sustaining itself as a client- and employee-first company.”

“Throughout the years, our focus has remained the same: to help people create and protect their financial futures,” added The Bottoms Group President David Bottoms. “IMA’s people-focused approach and unyielding commitment to quality and professionalism for the benefit of clients solidified this partnership. With their support, we can expand our reach while staying true to our mission.”

Consistent with IMA's unique growth strategy, The Benefit Company and The Bottoms Group will become IMA companies but retain their leadership and offices in Atlanta and Marietta, Georgia, respectively. The two firms have 34 associates who provide innovative employee benefits, primarily for large, diversified businesses with more than 100 employees.

"We believe in recruiting and retaining the best associates in the industry," said IMA Chairman and CEO Rob Cohen. "The Benefit Company and The Bottoms Group bring that to IMA, with a team of highly specialized experts who can support clients when they need the best employee benefits solutions."

Each company will retain the leadership structure of its existing operating business, with John Hearn serving as TBC president and David Bottoms as TBG president.

### **About IMA Financial Group**

IMA Financial Group is an independent broker defining the future of insurance through comprehensive and consultative risk and wealth management services. A majority employee-owned and managed company, its 2,100-plus associates in offices across the country are empowered by a shared mission to manage risk, protect assets and make a difference.

### **About The Bottoms Group**

The Bottoms Group (TBG) was founded in 1947 and supports mid to large-sized employers with state-of-the-art techniques to manage employee benefit plans. Based in Marietta, Georgia, TBG assists its clients' employees in understanding the total value of their employment relationship.

### **About The Benefit Company**

The Benefit Company (TBC) had its genesis in 1968 and is based in Atlanta, Georgia. TBC focuses on innovative employee benefit consulting for mid to large-sized employers and responsive service to its clients' employees.