

Prominent New England Employee Benefits Brokerage Joins IMA Financial Group

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(DENVER – Dec. 5, 2023) IMA Financial Group, Inc., a North American insurance brokerage specializing in risk management, insurance, wholesale brokerage and wealth management, will expand its employee benefits practice nationally with the addition of EBS Insurance Brokers to its growing firm. The acquisition rounds out IMA's strategic initiative to bolster employee benefits services for its wide variety of clients.

"Each of IMA's partnerships serves to advance our ability to make an impact in the industry and diversify our capabilities to enhance the client experience," said IMA President Luke Proctor. "Our alliance with EBS expands our network into an exciting new geography and unlocks new avenues of collaboration and innovation in our Employee Benefits practice."

Based in Newton, Mass., EBS is one of New England's largest independent brokerages offering health and welfare plan administration, executive and international benefits and financial services. Known for its inclusive and collaborative company culture, the employee benefits firm is consistently named among the "Best Places to Work" by the Boston Business Journal.

"One of the cornerstones of our business is to anticipate and meet the needs of our clients," said IMA President of Employee Benefits Jacque Roth. "Companies are seeking ways to balance a tight labor market, hybrid work and an increased focus on associates' emotional well-being. EBS's remarkable team will enhance our capacity to uniquely respond to clients' needs and deliver unparalleled value in the Northeast and beyond."

EBS Insurance Brokers will become EBS, an IMA Company, and its leadership team and 30+ associates will continue to operate out of the company's headquarters in Newton.

"For more than 25 years, we have redefined the employee benefits sector by seeking out competitive employee benefits and retirement plan programs that help

our clients thrive in an evolving workplace,” said EBS Founder and Managing Partner Paul Rooney. “IMA shares our commitment to independence and its company culture and client-first approach align with ours. Together, we can grow our business and, more importantly, offer more for our clients.”

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 2,300-plus associates in offices across the country are empowered by a shared mission to manage risk, protect assets and make a difference.

About EBS Insurance Brokers
EBS is a full-service employee benefits brokerage firm that offers Health and Welfare Plan Administration, International Benefits, Financial Services, and Executive Benefits to employer groups and clients throughout New England and beyond. We are a member of United Benefit Advisors, an association of over 130 of the nation’s premier independent benefit advisory firms that share wisdom, seasoned experience, innovative technologies and strategic partnerships. Based in Newton, MA, with a satellite office in Springfield, MA, we have grown to 30 employees devoted to client service and support, including dedicated subject matter experts in compliance, legal, communications, wellness, leave management, technology, and data analytics.