

Towerstone Adds Fortuna General Insurance Agency

August 17, 2023

(Dallas, TX – Aug. 16, 2023) Towerstone, a Dallas-based wholesale insurance brokerage and subsidiary of IMA Financial Group, announced that it has partnered with Fortuna General Insurance, a privately owned independent insurance wholesaler, based in Simi Valley, California and one of the fastest-growing insurance distributors nationwide. The Fortuna transaction was effective August 1, 2023.

The partnership allows the company to take advantage of Fortuna’s wide array of carrier and broker relationships and its expertise in the property insurance market.

“Fortuna will be a strong strategic complement to Towerstone’s growing national footprint and will allow us to capitalize on growth opportunities created by a challenging property insurance market,” said Towerstone President George Schneller.

Fortuna was founded in 2010 and going forward will operate as Fortuna General Insurance Agency, a Towerstone company. Its eight team members specialize in preferred and hard-to-place property risks including apartment complexes, lessor’s risk, and residential condos.

“Aligning with such a solidified and flourishing company as Towerstone, is a strategic move that perfectly resonates with our structure and ethics as an organization,” said Fortuna President Chris Baker. “This dynamic partnership promises to empower our business with essential resources to extend our reach and cater to an even broader spectrum of clients.”

Towerstone’s parent company, IMA Financial Group has created a successful legacy of sustainable growth by expanding its geographic footprint through partnerships across the country with agencies that mirror its client service and associate experience. As a result, IMA has more than tripled its revenue over the past three years. Towerstone has been a leader in wholesale insurance solutions for the oil and gas industry for three decades, with expansion into additional industry verticals in recent years.

About Towerstone

Towerstone, a subsidiary company of the IMA Financial Group, is a specialty wholesale insurance broker providing a broad range of specialty risk solutions and insurance products for companies in a number of different industries. Towerstone, based in Dallas, Texas, has more than 50 employees dedicated to servicing their clients across the United States.

About Fortuna General Insurance Agency

Fortuna General Insurance Agency is a privately owned independent wholesaler and one of the fastest-growing insurance distributors nationwide. Our vast network of exclusive carriers means that we can provide a competitive solution for nearly every commercial risk from preferred to hard-to-place. Our growth is propelled by our commitment to superior service and a knowledge of what is required to get the business on the books.