

# Health & Wealth Agency Accelerates Strategic Growth through Partnership with Integrity

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Agency focused on maintaining impressive year-over-year growth chooses the Integrity platform as the catalyst for continued acceleration providing their agents with industry leading technology and products

**DALLAS – OCTOBER 24, 2023** – Integrity Marketing Group, LLC (“Integrity”), a leading distributor of life and health insurance, and provider of wealth management and retirement planning solutions, today announced it has partnered with [Health & Wealth Agency](#), a leading independent marketing organization (“IMO”) based in Parkland, Florida, and led by [Steve Giordano](#). Financial details of the partnership were not disclosed.

“Health & Wealth Agency has distinguished itself by its exceptionally high standards for hard work and heartfelt commitment to both agents and clients,” shared Bryan W. Adams, Co-Founder and CEO of Integrity. “As one of the most dynamic agencies in their market, Steve and his team display a rare level of commitment and responsiveness that echo the culture of Integrity. Bringing such a young and influential team into the Integrity family marks a continuous expansive moment in our mission to innovate insurance and serve more Americans. This partnership will transform Steve’s business and ensure his agents reach more clients in increasingly efficient and innovative ways. With energetic leaders like Steve on our team, we are doing more than just embracing the future, we get to shape the future — and we’re excited to do it together.”

In one of the industry’s most notable growth trajectories, Health & Wealth Agency has rapidly become an integral leader in life insurance and financial products distribution nationwide, serving over one million Americans every year. The agency has maintained impressive growth by helping families plan for the good days ahead and protecting them during trying times with meaningful insurance products — all while displaying unmatched enthusiasm and dedication.

“When you are determined to win, you make certain to pick a winning team to play for,” said Steve Giordano, President of Health & Wealth Agency. “Integrity offers partners innumerable resources, game-changing support and an incomparable culture that is shaping the future of insurance. Mentorship is everything to me — I’m thrilled to be partnered with Integrity’s incredible community of world-class industry leaders who can share their successes and strategies to help us grow even faster. In addition, Integrity’s powerful technology continues to further empower my agents with each innovation and helps them remain nimble in a rapidly-evolving industry. With the vision of the Integrity leadership team and our unsurpassed commitment and passion, the future of Health & Wealth Agency couldn’t be brighter.”

Health & Wealth Agency will capitalize on existing achievements by leveraging Integrity’s proprietary platform of technology, resources and products to create far-reaching efficiencies for agents. Steered by impactful data and analytics and ongoing product development, Integrity’s full-stack technology suite includes the MarketingCENTER portal, which offers on-demand, customizable marketing assets; LeadCENTER, providing real-time, actionable lead services; and Ask Integrity, the industry’s most sophisticated AI-powered and voice-activated customer relationship management technology.

Integrity’s prestigious group of partners are creating a powerful ecosystem of support that enables agencies to reach their full potential and better serve consumers. These vanguards of insurtech, which include many of the country’s most influential insurance and financial services companies, define best practices, share strategies and create transformative solutions. Their collaboration facilitates more streamlined solutions and holistic protection for the life, health and wealth of all Americans so they can plan for the good days ahead.

## **About Integrity**

Integrity, headquartered in Dallas, Texas, is a leading distributor of life and health insurance, and provider of innovative solutions for wealth management and retirement planning. Through its broad partner network of agents and advisors, Integrity helps millions of Americans protect their life, health and wealth with a commitment to meet them wherever they are — in person, over the phone and online. Integrity’s proprietary, cutting-edge technology helps expand the insurance and financial planning experience

for all stakeholders using an omnichannel approach. In addition, Integrity develops products with carrier partners and markets them compliantly through its nationwide distribution network. Providing best-in-class service to our clients and consumers is at the center of Integrity's holistic approach to life, health and wealth protection. The company and its partners focus on helping families and individuals prepare for the good days ahead, so they can make the most of what life brings. For more information, visit [www.integritymarketing.com](http://www.integritymarketing.com).

### **About Health & Wealth Agency**

Headquartered in Parkland, Florida, the Health & Wealth Agency stands as a fast-growing leader in life and health insurance distribution. The firm also provides pioneering solutions for wealth management and retirement planning. With a robust force of agents and advisors and a steadfast focus on outstanding service, the agency meets the needs of over one million clients each year. For more information, visit [www.fhlhealthandwealth.com](http://www.fhlhealthandwealth.com).

### **Media Contact:**

Rachel Aird, *Public Relations Director*  
Integrity Marketing Group  
[press@integritymarketing.com](mailto:press@integritymarketing.com)  
[385-401-4766](tel:385-401-4766)

### **Partnership Inquiries:**

Eric Pederson, *Vice President of Business Development*  
Integrity Marketing Group  
[partnership@integritymarketing.com](mailto:partnership@integritymarketing.com)  
[866-650-1857](tel:866-650-1857)