

# Integrity and Hemati Insurance Agency Join Forces to Strengthen Expansive Services for Agents

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Integrity supports agents of established, successful life and health agency through expanded product offerings and revolutionary technology

**DALLAS – DECEMBER 5, 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 [Hemati Insurance Agency](#), an independent marketing organization based in Austin, Texas, and led by [Eric Hemati](#). Financial details of the partnership were not disclosed.

“Eric comes to Integrity with two decades of experience and a deep understanding of this business, but he knew there would be more opportunities for growth through our partnership — he wanted to help even more people and offer the strongest support and products possible to his agents,” explained Bryan W. Adams, Co-Founder and CEO of Integrity. “We created Integrity precisely to give leaders, like Eric, the meaningful foundation and cutting-edge resources they need to take an agency to the next level. Now that Hemati Insurance Agency is partnered with Integrity, it can tap into an amazing network of expertise and experience. Our partners are positioned to help one another expand and thrive, which stems from our philosophy that a rising tide lifts all boats. I can’t wait to see the ‘Integrity Effect’ of powerful growth make an impact on Hemati Insurance Agency — this business will be one to watch!”

After spending several years in the field, Hemati brought a valuable agent perspective when founding Hemati Insurance Agency in 2003. The company provides clients across the country with life and health insurance products. In order to help protect more families, Hemati focuses on optimizing the agent experience by constantly expanding its support, mentorship and technology offerings. This commitment led to a partnership with Integrity.

“Integrity is a force multiplier! Its vision of bringing together world-class services, technology and leaders to elevate agents’ potential is an approach I resonated with immediately,” shared Eric Hemati, Principal of Hemati Insurance Agency. “Integrity has also created the dream team of partners in the insurance space — these are the leading players in the industry who have founded some of the country’s most successful agencies. The opportunity to tap into their wisdom and collective experience is a game-changer for any entrepreneur. My agents are thrilled to utilize Integrity’s best-in-class products, especially LeadCENTER and MedicareCENTER, which take the guesswork out of prospecting and allow us to help more people faster and more efficiently. This partnership is a major milestone for our business and significantly accelerates our growth. With Integrity’s support, our future looks exceptionally promising.”

By developing thoughtful solutions and best-in-class products, Integrity offers resources that make an agent’s job more effective and fulfilling. Its end-to-end insurtech platform offers proprietary access to groundbreaking products such as [Ask Integrity](#), a revolutionary AI-powered and voice-activated customer relationship management technology, and [LeadCENTER](#), an on-demand platform which instantly connects qualified leads anywhere in the country with agents ready to serve. Integrity partners receive additional world-class resources and support, including strategic leadership guidance, richly insightful data and analytics, and ongoing product innovation to keep agents at the forefront of industry developments.

Integrity empowers agents to reach more families through its holistic approach to life, health and wealth solutions. The Integrity partner network, comprised of many of the country’s leading insurance and financial services companies, recognizes the growing need for cross-industry initiatives to offer comprehensive planning and services to every consumer. This prestigious group is collaborating on best practices and innovations that benefit all stakeholders. Their ingenuity and commitment help more Americans 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 Hemati Insurance Agency**

Hemati Insurance Agency has rapidly become a key and influential player in the insurance industry. The Austin, Texas-based agency focuses on empowering its agents, thereby ensuring the best possible service for its clients. Hemati Insurance Agency consistently provides in-depth training, resources and support designed to help its team of hundreds of agents work more efficiently and effectively. It is also committed to delivering a wide range of personalized solutions that help protect more than 20,000 American families annually. For more information, visit [www.hemati.com](http://www.hemati.com).

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