

The Liberty Company Strengthens Industry Presence with Latest Acquisition

- Liberty
- Press Release

GAINESVILLE, FLA. – October 11, 2023— The Liberty Company Insurance Brokers (Liberty), one of America’s fastest-growing privately held insurance brokerages, is pleased to announce the acquisition of Farley-Peebles Insurance under the umbrella of Liberty Buren Insurance Services based in Ashland, Ohio.

Farley-Peebles has been a cornerstone of the insurance industry since 1939, serving the Mansfield, Ohio community with comprehensive insurance and financial solutions. Bill Smith, President of Farley-Peebles, will remain engaged in the business, ensuring continuity of the company’s rich legacy and connection with longtime clients.

“Our transaction with Farley-Peebles aligns perfectly with Liberty’s vision for regional growth and dedication to local communities and clients,” said Bill Johnson, CEO, Chairman and Founder of Liberty. “We are thrilled to welcome them into the Liberty family, and we look forward to enhancing our service offerings to the Mansfield community and beyond.”

This move comes on the heels of Liberty’s remarkable 47% organic growth rate in 2022 and the successful completion of 37 M&A transactions, resulting in catapulting Liberty into a Top 50 broker.

Liberty remains steadfast in its dedication to providing innovative insurance solutions while expanding its reach with partnership offices throughout the country.

About The Liberty Company Insurance Brokers

The Liberty Company Insurance Brokers is among America’s fastest growing privately-held insurance brokerages. Liberty provides entrepreneurial producers and agency leaders a unique platform to serve clients and create

equity in a strong and welcoming culture built upon its core values of Integrity, Excellence, Caring, Kindness, Fairness, Teamwork, Good Feelings, and Fun. To learn more about Liberty, visit www.libertycompany.com.

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