

OneDigital Announces Acquisition of Sequoyah Group

Firm strengthens benefits capabilities with addition of Tennessee-based group

ATLANTA, GA – April 13, 2023 - OneDigital, the nation's leading insurance brokerage, financial services and HR consulting firm, has acquired Sequoyah Group ([Sequoyah](#)), located in Knoxville, TN. The Sequoyah team will join forces with the existing OneDigital Tennessee team, which has been locally recognized as a top workplace by the [Tennessean](#). With the addition of Sequoyah, OneDigital will serve clients from 30 offices across their Southeast region, which includes Tennessee, Georgia, Florida, and the Carolinas.

Founded in 2002 by Tim Helton, Sequoyah provides employee benefits solutions, compliance, and HR administration to clients throughout Tennessee, Texas, and the entire Southeast region. Deeply rooted in the government sector, the specialized Sequoyah team will continue to offer their highly responsive, personal service to meet their clients' needs. Partnering with OneDigital will provide Sequoyah's clients with a broader and deeper base of tools, resources, and innovation - all under one roof.

We are excited to have the Sequoyah team join OneDigital. They have excelled at providing innovative employee health, benefits, and HR solutions to their clients. By welcoming their firm, we'll have the opportunity to expand and strengthen our service offerings to a larger client base throughout the Southeast region.

— [Matt Moraski, Senior Managing Principal for OneDigital Tennessee](#)

"Joining OneDigital is the natural next step in our evolution," said Tim Helton, founder and President of Sequoyah Group. "As part of OneDigital, we will have access to a wider array of services and solutions to meet the needs of our clients, and our employees will have greater growth opportunities."

The acquisition is the latest in a series of strategic partnerships by OneDigital as the firm continues to expand in key markets nationwide.

About OneDigital

OneDigital's team of fierce advocates helps businesses and individuals achieve their aspirations of health, success and financial security. Our insurance, financial services and HR platform provides personalized, tech-enabled solutions for a contemporary work-life experience. Nationally recognized for our culture of caring, OneDigital's teams enable employers and individuals to do their best work and live their best lives. More than 75,000 employers and millions of individuals rely on our teams for counsel and access to fully integrated worksite products and services and the retirement and wealth management

advice provided through OneDigital Investment Advisors. Founded in 2000 and headquartered in Atlanta, OneDigital maintains offices in most major markets across the nation. For more information, visit onedigital.com.

About Sequoyah Group

The Sequoyah Group was founded in 2002 in Knoxville, TN by Tim Helton. Focusing on administrative HR, communication, compliance, financial services, and Medicare, Sequoyah's team prides itself on listening to their clients and providing the most effective and personalized services to fit their needs. For more information, visit sequoyahgroup.com.