

OneDigital Acquires WP Insurance in Nampa, ID

Firm strengthens its comprehensive property and casualty insurance solution

ATLANTA, GA – July 20, 2023 – OneDigital, the nation’s leading insurance brokerage, financial services and HR consulting firm, has acquired WP Insurance in Nampa, ID.

With this acquisition, OneDigital expands its national property & casualty insurance footprint with its first P&C firm in the Northwest. The WP Insurance acquisition adds 10 dedicated experts to assess their clients’ risk exposures and provide solutions to help protect their assets.

I’m thrilled to welcome the WP Team to OneDigital. Since expanding into Idaho in 2021 with our amazing employee benefits consulting team, we’ve experienced phenomenal growth. Adding the WP commercial insurance team and the platform is going to be very beneficial to better serve our clients’ needs in Idaho.

— [Jeff Fallick, Regional Managing Principal, OneDigital West Region](#)

Established in 1936, WP Insurance provides tailored, quality property & casualty insurance brokerage services to more than 7,500 personal and commercial clients across Idaho. WP Insurance also provides life and health insurance services for groups and individuals.

“We are very excited to join OneDigital and be a part of their growth as a preeminent firm providing confidence to both businesses and individuals that their most critical concerns are solved,” said Scott P’Pool and Chris Jensen, Managing Members of WP Insurance in a joint statement. “In addition, OneDigital’s people-first culture meshes perfectly with our mission to cultivate success by securing relevant relationships with our customers, carriers and employees.”

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 WP Insurance

WP Insurance was established in 1936 and is located in Nampa, Idaho. With a history of providing exquisite customer service to their clients, WP provides a broad spectrum of insurance products with expertise in auto, home, life, business, and health insurance. As an independent insurance agency, WP focuses on tailoring an insurance program to fit each client's and company's needs. To learn more, visit wpidaho.agency.