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Two longtime Worcester insurance agencies merge



PHOTO | COURTESY OF IMA

Peter Herman, co-owner and president of Insurance Marketing Agencies

By Eric Casey

Two Worcester-based insurance agencies, which are a combined 206 years old, have merged.

Insurance Marketing Agencies and Bullock Insurance Agency merged their operations on Saturday and will operate under the IMA name. The move reflects a larger trend of consolidation in the insurance space and will strengthen IMA's personal lines and carrier relationships in New England, according to an IMA press release issued Saturday.



PHOTO | COURTESY OF IMA

Nancy Gervais, Bullock
owner and principal

"We are very excited about joining forces with IMA, as it will afford us new markets and the opportunity to better service our clients," Nancy Gervais, Bullock owner and principal, said in the press release.

Bullock was founded in 1918, offering personal insurance as well as notary and brokerage services.

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“Much like Bullock, IMA is a family-run agency who value service and pride ourselves in going above and beyond for our customers,” IMA President Peter Herman said in the press release. “From the first time we all met, we knew instantly that this would be a good fit.”

IMA celebrated its 100th year of operation last year, having been founded by Harold Fielding in Worcester in 1924. The firm has 45 employees.

Eric Casey is the managing editor at Worcester Business Journal, who primarily covers the manufacturing and real estate industries.



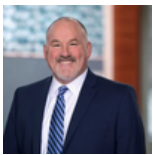
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