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Hawkins Insurance Partners with Integrity to Drive Growth for Dynamic Agent Group and Expand Community Impact

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Access to Integrity's unparalleled partner network and proprietary technology will empower Hawkins Insurance agents to meet client needs more efficiently and holistically

DALLAS – FEBRUARY 11, 2025 – 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 Hawkins Insurance, an independent marketing organization based in Charlotte, North Carolina, and led by [Wylie Hawkins](#). Financial details of the partnership were not disclosed.

“Young, energetic and passionate leaders like the Hawkins Insurance team are the future of our industry, and we’re pleased to offer exceptional resources that are building a legacy for the next generation,” shared Bryan W. Adams, Co-Founder and CEO of Integrity. “Wylie is just as committed to being a leader in his community as he is to grow his business — which is exactly the type of service-oriented, visionary thinker we look for in our partners. Through the Integrity network, Wylie and his team gain access to unparalleled opportunities for mentorship, growth and industry excellence. Hawkins Insurance can also now utilize Integrity’s proprietary technology platform to become even more efficient and provide world-class service to families in need. Together, we can make a measurable and lasting difference in the lives of those we serve.”

Hawkins Insurance provides life insurance and annuity products to families nationwide through a dynamic and hard-working team. Driven by a shared commitment to treat clients like family, agents strive to ensure every interaction leaves consumers better prepared for the future, with greater peace of mind. Hawkins Insurance also maintains an active role within the community, regularly serving with the Salvation Army and other local charitable organizations.

“As I’ve overcome challenges, I’ve realized that each one can be an opportunity to connect with people in need and show greater empathy within my sphere of influence. Together, we can make a significant impact — starting by simply making the process more human,” expressed Wylie Hawkins, CEO of Hawkins Insurance. “Integrity’s resources will help us build trust and maintain strong relationships with those we serve. We’re especially looking forward to using LifeCENTER and LeadCENTER to fuel success like we’ve seen with other agencies, increasing our efficiency in ways that help us serve more people. In addition, the perspective and guidance we can access from the leaders and icons in the Integrity network are priceless. They are changing the landscape of the industry, and we can’t wait to learn from the best. I’m very proud that Hawkins Insurance will now become part of Integrity.”

Hawkins Insurance can maximize opportunities for expanded service and growth that come by leveraging Integrity’s best-in-class solutions. The Integrity platform includes a full suite of technology, support and resources such as [LeadCENTER](#), a leads delivery system providing actionable, real-time

leads segmented by demographic. It also includes [LifeCENTER](#), an instant quoting and enrollment platform that seamlessly integrates with [Ask Integrity™](#), a proprietary AI-powered and voice-activated customer relationship management technology. In addition, Hawkins Insurance will benefit from insightful data and analytics, thoughtful leadership guidance and groundbreaking product development available only to Integrity partners.

The holistic services and solutions provided by the Integrity network are a testament to the collective power of value-aligned partnerships. Trailblazers and legends from many of the country's foremost insurance and financial services companies have come together to facilitate cross-industry solutions that better protect the life, health and wealth of today's consumers. These holistic offerings benefit all stakeholders and help millions of Americans plan for the good days ahead.

"Wylie's resilience and determination are inspiring — he is a natural and committed leader who brings a tremendous amount of compassion to those he serves," shared Shawn Meaie, Managing Partner at Integrity. "With every step forward, Hawkins Insurance pours its resources and energy back into its community. As his business continues to evolve, Wylie can leverage Integrity's technology and support services to strengthen connections with clients and attract like-minded servant-leaders to his team. I'm excited to see where this partnership will take Wylie and his team, as we wholeheartedly welcome them to the Integrity family."

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 their 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.integrity.com.

At Hawkins Insurance

Hawkins Insurance is a leading life insurance agency headquartered in Charlotte, North Carolina. Dedicated to serving middle-class Americans and veterans, the agency specializes in final expense, mortgage protection, term life, indexed universal life (IUL) and annuities. With a large team of agents, Hawkins Insurance helps protect 30,000 Americans annually by offering personalized insurance solutions tailored to their unique needs. Guided by values of transparency, integrity and teamwork, the agency provides support in person, over the phone and online.

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