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Key Retirement Solutions Enhances Opportunities for Agents and Consumers by Partnering with Integrity

February 25, 2025

Dynamic, community-focused agency will leverage Integrity's one-of-a-kind platform to help agents grow their business faster by meeting client needs more holistically

 Live Chat

DALLAS – FEBRUARY 25, 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 [Key Retirement Solutions](#), a leading independent marketing organization based in Geneva, Illinois, and led by [Matthew Ruddick](#). Financial details of the partnership were not disclosed.

“Matt’s compassionate leadership and entrepreneurial spirit have guided Key Retirement Solutions to remarkable success — traits that represent the future of Integrity,” said Bryan W. Adams, Co-Founder and CEO of Integrity. “His enthusiasm for innovation and commitment to giving back to the community he serves are well aligned with our values and mission. Now, Matt and his entire team can benefit from Integrity’s resources and scale to efficiently meet the complex needs of even more clients. Our industry-leading technology and systems will enhance the agency’s service offerings and empower its agents to expand their reach. We’re thrilled to welcome the Key Retirement Solutions team to the Integrity family!”

Key Retirement Solutions works to secure the health and wealth of its clients by building personalized retirement and insurance plans. The company has experienced significant and rapid organic growth by fostering a supportive, family-oriented culture that encourages personal development and continuous learning. Ruddick encourages and trains his agents to build a sustainable business that will impact generations and leave a lasting legacy focused on serving others. As an Integrity partner, Key Retirement Solutions brings world-class technology and resources into every aspect of its operations, while remaining rooted in the core values of Family, Service and Integrity that both organizations share.

“I learned early that hard work and a clear vision of an end goal are crucial to building the business you want to have,” shared Matthew Ruddick, President of Key Retirement Solutions. “This partnership marks a significant milestone in our journey. We have an incredible opportunity to innovate and grow, so we can serve more clients and help our agents create an enduring legacy for their families. Using Integrity’s cutting-edge technology and capabilities, we can deepen our impact on the communities we serve and ensure every client receives the right solutions for their specific needs. We’re excited to forge new paths of service together — even greater opportunities lie ahead!”

Integrity’s proprietary technology will propel Key Retirement Solutions forward and empower agents to more effectively and efficiently serve clients. Its end-to-end life, health and wealth [technology platform](#) includes [MedicareCENTER](#) and [LifeCENTER](#), which offer streamlined policy management

with instantaneous quoting and enrollment. These proven solutions are supported by [Ask Integrity™](#), an AI-powered, voice-activated solution designed to enhance and simplify client relationship management. Partners also receive impactful leadership direction, indispensable data and analytics, and ongoing innovation to help them meet consumer needs more holistically.

Like-minded visionaries and trailblazers across the industry have found community in Integrity's partner network. This highly respected consortium of forward-looking leaders and innovative thinkers share best practices and strategic insights that better protect consumer health and financial wellbeing. Their collaboration is improving insurance and financial services processes for all stakeholders, which helps more Americans feel prepared for the good days ahead.

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.

About Key Retirement Solutions

Key Retirement Solutions ("KRS") is a trusted insurance brokerage specializing in Medicare, life insurance and retirement planning. Headquartered in Geneva, Illinois, KRS serves clients in more than 40 states, with eight additional offices located in Illinois, Missouri, Wisconsin, Arizona and Nevada, providing personalized solutions designed to meet each client's specific needs. Since its founding, KRS has grown into a dynamic agency with a large network of agents and a close-knit team culture rooted in integrity, family values and collaboration. By leveraging innovative strategies and advanced technology, KRS empowers clients to secure their financial future with confidence and peace of mind. For more information, visit www.krs.insure.

Media Contact:

Rachel Aird, *Public Relations Director*
Integrity
press@integrity.com
[385-401-4766](tel:385-401-4766)

Partnership Inquiries:

Eric Pederson, *Vice President of Business Development*
Integrity
partnership@integrity.com
[866-650-1857](tel:866-650-1857)

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1445 Ross Avenue, 40th Floor

Dallas, Texas 75202

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