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Arkansas' The River Company and Rogers Insurance Merge to Form ANKR

March 6, 2025

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Two Arkansas independent agencies — The River Company and Rogers Insurance — announced their merger today, creating ANKR, one of the most comprehensive insurance and payroll firms in the state.

The new entity, which employs 80 professionals across Arkansas and Texas, will operate under the ANKR brand, with full integration expected by 1, 2026.

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The
River
Company
and
Rogers
Insurance
Merge

Together, ANKR will offer a full suite of personal and commercial insurance, bonds, payroll and tax solutions. Clients will benefit from broader product offerings, stronger carrier relationships and the combined expertise of two agencies with deep Arkansas roots and licensure in over 40 states. ANKR%0Ahttps%3A%2

The River Company, based in central Arkansas, has grown steadily over the past decade, completing five acquisitions and expanding its services include payroll and tax solutions alongside its core insurance offerings. Rogers Insurance is a century-old firm with locations in both central and n Arkansas.

The name ANKR, pronounced "anchor," represents strength and stability, symbolizing a trusted foundation for clients, the company said. Over the months, signage, billing, statements and other materials will gradually reflect the ANKR brand.

Full integration is expected over the next eight months.

Westan Insurance Group of Junction, Texas, a partner agency with The River Company, will also be integrated into the newly formed ANKR, further strengthening its presence and capabilities in Texas.

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Good article. Concise and informative. However, it's incomplete. What do the letters ANKR represent? The article said it's pronounced 'anchor', but didn't tie the two ... [read more \(/news/southcentral/2025/03/06/814506.htm?comments#comment-5714257\)](#)

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