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Deal bolsters regional presence with new offices in Baton Rouge, Gretna, and more



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By [Kenneth Araullo](#)

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Trucordia has acquired the insurance business of CADA Insurance Services, expanding its presence in Louisiana.

CADA Insurance operates multiple offices in the state, including locations in Baton Rouge, Chalmette, Gretna, and Kenner.

Felix Morgan (pictured above), CEO of Trucordia, said the addition of the CADA Insurance team aligns with the company's commitment to long-term client relationships and tailored insurance solutions.

"The CADA Insurance team is a welcome addition to Trucordia," Morgan said. "They share our passion for building long-term relationships and partnering with clients to identify and best meet their insurance needs."

CADA Insurance provides coverage across multiple lines, including auto, home, commercial, general liability, and workers' compensation.

Trucordia said that it continues to pursue acquisitions in industries and markets that align with its growth strategy. The company seeks partnerships with businesses that aim to expand capacity and enhance service offerings to clients.

The company, formerly known as PCF Insurance Services, is headquartered in Lindon, Utah. Trucordia has more than 5,000 employees across the US.

Earlier this month, the company also announced the completion of its acquisition of the insurance business of [Rusty Healy Insurance Agency](#). Based in Madison, Miss., Rusty Healy Insurance Agency provides a range of coverage options, including auto, home, business and life insurance.

Also in January, Trucordia announced the acquisition of [Boulder Insurance Solutions](#), a full-service brokerage based in Boulder, Colo., that caters to small- and

mid-sized businesses.

Boulder Insurance Solutions is regarded for its deep ties to the community and its personalized approach to helping clients select appropriate insurance solutions. The firm has earned recognition for its dedication to customer service and its emphasis on building long-term relationships.

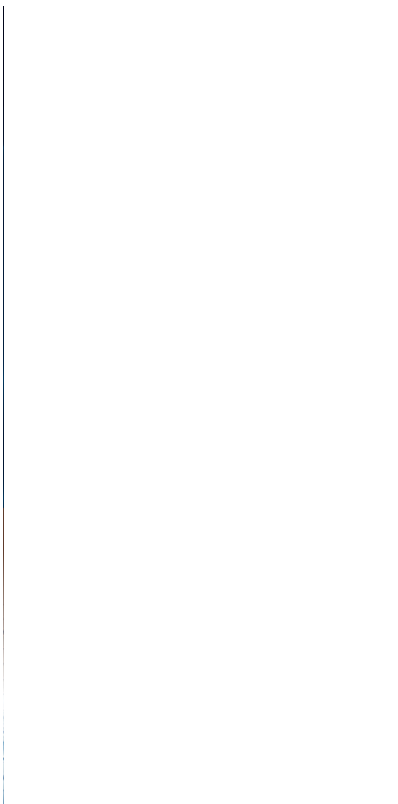
Trucordia revealed its rebranding [in October](#), noting that its new name reflects the company's foundational principles of trust, collaboration, and alignment.

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