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# Fulmer Insurance Group Enhances Efficiencies to Serve More Americans through Integrity Partnership

April 1, 2025

Medicare-focused agency ensures agents and clients receive best possible service and support through Integrity's advanced technology and resource platform

**DALLAS – APRIL 1, 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 [Fulmer Insurance Group](#), an independent marketing organization based in Las Vegas, Nevada, and led by [Arnie Fulmer](#). Financial details of the partnership were not disclosed.

“We’re thrilled to partner with agencies like Fulmer Insurance Group that share our dedication to client wellbeing and agent success,” expressed Bryan W. Adams, Co-Founder and CEO of Integrity. “Arnie’s focus on personalized service aligns perfectly with our greater mission to deliver tailored and high-quality solutions that help people prepare for the good days ahead. Our robust technology and training programs will provide the entire team at Fulmer Insurance Group with enhanced opportunities that are unmatched in our industry. Together, we’ll reach more Americans with technology, service and support that better anticipates and identifies their ever-evolving needs, so they can make the most of what life brings.”

Fulmer Insurance Group serves the needs of seniors across the country through Medicare and life insurance products. With more than four decades of sales and insurance experience, Arnie Fulmer founded the agency with an education model that ensures agents feel fully conversant in the intricacies and nuances of Medicare. Fulmer’s unwavering dedication to agent success has led to substantial agency growth and instilled a deep loyalty and commitment to service in a new generation of agents.

“I am so inspired by Integrity’s mission of helping as many people as possible connect with the best coverage available,” said Arnie Fulmer, CEO of Fulmer Insurance Group. “Integrity places the same value on trust, integrity and exceptional service that we do. Just like Integrity, we’re creating an environment where agents feel valued and motivated to serve. The Integrity platform offers an abundance of world-class resources that help us improve agent training and expand our reach. Through our shared commitment to agent success, we can empower our team to feel confident in understanding and meeting the needs of more beneficiaries than ever before. It’s an honor to partner with Integrity — we see nothing but growth ahead.”

Integrity partners gain the additional value of connecting with industry thought leaders through the company’s rapidly growing network of partners. These trailblazing visionaries bring extensive leadership experience from working with many of the country’s leading financial and insurance institutions. Through the Integrity partner network, they collaborate to implement best practices and create

comprehensive offerings that serve consumers' life, health and wealth needs more holistically. Their innovative solutions are making insurance and financial services more accessible — and ultimately more human — for all stakeholders.

Fulmer Insurance Group agents can utilize Integrity's platform of [technology and solutions](#) to streamline tasks, optimize workflow and accelerate business growth. These best-in-class solutions include [MedicareCENTER](#), an all-in-one platform that offers instantaneous quoting and enrollment and more simplified policy management. MedicareCENTER fully integrates with [Ask Integrity™](#), a proprietary AI-enabled and voice-activated digital assistant that strengthens customer relationships with key insights and valuable recommendations for care. All Integrity agents can enhance their business practices by incorporating the exciting product innovations, real-time data and analytics, and exemplary leadership guidance available exclusively to Integrity partners.

## 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](http://www.integrity.com).

## About Fulmer Insurance Group

Fulmer Insurance Group is a Medicare-focused insurance agency headquartered in Las Vegas, Nevada. Founded in 2012, the agency specializes in Medicare Advantage, Medicare supplements and ACA plans, with a growing focus on life insurance and short-term care. With agents licensed in nearly three dozen states, Fulmer Insurance Group prides itself on a grassroots approach that prioritizes hand training, community engagement and personalized client support. The agency's mission is to empower agents and clients alike, ensuring everyone has the resources they need to make informed decisions and build secure futures. For more information, visit [www.fulmerinsurancegroup.com](http://www.fulmerinsurancegroup.com).

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