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COVU Acquires CIII Insurance Services, Expands AI-Native Platform to Support Agency Evolution

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SAN FRANCISCO--(BUSINESS WIRE)--COVU, Inc., the leader in AI-native services for insurance agencies, today announced the successful acquisition of **CIII Insurance Services**, a boutique California agency known for its premium clientele, white-glove service, and longstanding carrier partnerships. This marks the first in a series of strategic acquisitions as COVU expands its platform to offer more agencies a seamless path to evolve, partner, or exit.

This move underscores COVU's commitment to enabling independent agencies to thrive in an AI-powered future—**not to replace them, but to empower them.**

"COVU is building the modern AI-native risk advisor infrastructure of the future," said Ali Safavi, CEO of COVU. "By enabling our partners to evolve into this new model—or exit confidently while preserving their legacy—we expand our platform and grow together. Whether an agency wants to scale with us or park their book, COVU now provides a way forward. As we continue expanding, we're focused on delivering an even better experience for our customers and agency partners, while driving high-quality, profitable distribution for our carrier partners."

A Platform Expansion

This acquisition represents an **expansion** of COVU's AI-native platform. COVU's core business remains rooted in delivering AI-powered customer servicing, operations, and support that enable agencies to serve their clients more efficiently and effectively.

By integrating select, strategic agencies like CIII, COVU ensures that **every agency has a choice**: modernize and scale with COVU's technology and staff, or exit knowing their customers will be supported with excellence.

"We are not here to replace agencies," Safavi added. "We're here to empower them—whether they want to scale their operations, transition into an AI-native model, or step away. Our mission remains to be the best partner for agencies and the best experience for their customers."

CIII: A Premium California Agency with Deep Roots

Founded and led by industry veteran **Cecil Collins**, CIII brings to COVU a strong portfolio of commercial and personal P&C clients, high retention rates, and trusted relationships with **Chubb, Travelers**, and other national carriers. With a reputation for VIP client management and tailored service, CIII offers a high-quality book and team that aligns well with COVU's hybrid service model.

Post-acquisition, CIII's operations will shift to COVU's remote-first infrastructure, enhancing efficiency and positioning the agency for scalable, AI-supported growth.

What This Means for the Industry

COVU's acquisition strategy is designed to preserve what makes independent agencies great—relationships, trust, and service—while upgrading the tools, operations, and capacity behind the scenes. Whether partners want to evolve or exit, COVU provides the platform to support both outcomes without compromising customer experience.

About COVU

COVU is a transformative platform designed to revolutionize the insurance servicing industry through AI-native solutions combined with human support. The company is dedicated to enhancing customer experiences and operational efficiency for insurance agencies while providing flexible servicing models to meet the demands of modern consumers.

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The logo for COVU, featuring the word "COVU" in a bold, black, sans-serif font centered within a light gray square.

COVU, INC.

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COVU Announces Fifth Acquisition with Leland Insurance Services, Expands Operational Strength Across California

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COVU Completes 4th Acquisition with Ford Insurance Agency, Cementing Leadership in AI-Native Insurance Servicing

SAN FRANCISCO--(BUSINESS WIRE)--COVU, Inc., the leader in AI-native customer servicing for the insurance industry, today announced the acquisition of Ford Insurance Agency, a 100+ year-old, family-owned business based in Maine. This marks the 4th strategic acquisition—...

COVU Acquires Lords Insurance Agency, Strengthening California Expansion and Community Ties

SAN FRANCISCO--(BUSINESS WIRE)--COVU, Inc., the leader in AI-native services for insurance agencies, today announced the acquisition of Lords Insurance Agency, a Southern California-based independent agency with a 40+ year history serving local families and...

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