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

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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 businesses. The move marks COVU’s third acquisition in a broader multi-agency expansion strategy that enhances its AI-native platform and deepens its footprint across California.

Lords Insurance is widely recognized for its personalized service, multilingual team, and trusted relationships within the Vietnamese community in Westminster and beyond.

*"COVU felt like a larger, more capable company compared to other potential buyers, with the ability to navigate the insurance marketplace we're in right now. They provided us access to key carriers and resources that allow the agency to be more competitive and grow the business," said **David Chappell, President of Lords Insurance Agency**. "The deal just seemed to come together easily with COVU. It just happened very smoothly, and we didn't really have any issues."*

Strengthening the Core — Not Shifting Direction

COVU's acquisition strategy is an expansion of its core business: enabling independent agencies to thrive using modern technology, operational support, and data-driven servicing tools. With **Lords**, COVU adds a team that already understands how to build trust and loyalty in a tight-knit community—values that align perfectly with COVU's human + AI approach.

This strategy ensures that agencies have flexible options: **scale with COVU's infrastructure, transition their books, or exit with confidence**—all while preserving continuity for customers and carrier relationships.

"This acquisition reflects our commitment to building—not replacing—the future of insurance servicing through our partners," said Ali Safavi, CEO of COVU. "Lords has been a pillar in its community for decades, and by integrating their deep relationships and cultural fluency with our AI-native platform, we can deliver even better service to clients while honoring what makes these agencies special."

A Trusted Local Agency with Strong Carrier Relationships

Founded in 1976 and led by **David Chappell**, **Lords Insurance Agency** has earned an **A+ BBB rating** and cultivated strong partnerships with top carriers such as **Progressive, Safeco, Nationwide, and The Hartford**. Known for its proactive customer service and personalized approach, Lords has maintained high retention rates across its commercial and personal P&C business.

The agency's service and support team has long-standing relationships within the local Vietnamese population—a unique and valuable dimension that COVU will retain and build upon. Post-acquisition, Lords will operate through **COVU's remote-first model**, enabling greater efficiency and scalability while maintaining cultural continuity.

Supporting Communities Through Modern Infrastructure

This acquisition illustrates how **COVU's AI-native model doesn't just scale—it adapts**. By combining localized trust with modern tools, **COVU helps agencies deliver better customer outcomes, reduce costs, and grow their business**—while providing profitable, high-quality distribution for carriers.

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.

To watch the full interview with David Chappell, President of Lords Insurance Agency, click here: [Lords Insurance - Partnering with COVU for My Agency's Future](#)

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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

SAN FRANCISCO--([BUSINESS WIRE](#))--COVU, Inc., the leader in AI-native services for insurance agencies, today announced the acquisition of Leland Insurance Services, a well-established California-based independent agency known for its consistent financial...

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 Uno Insurance Services, Extends AI-Native Roll-Up Into Texas Market

SAN FRANCISCO--([BUSINESS WIRE](#))--COVU, Inc., the leader in AI-native customer servicing for the insurance industry, today announced the acquisition of Uno Insurance Services, a fast-growing Texas-based agency with a stronghold in Houston's Spanish-speaking communities...

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