

**#NEWS - PRESS RELEASES**

## Cartier Insurance Expands into Wisconsin with Acquisition of Erickson Insurance



***Strategic acquisition enhances the offerings and footprint in Wisconsin***

**Duluth, MN – (June 20, 2025) –** [Cartier Insurance](#), a Keystone Platform Partner, is excited to announce its acquisition of Erickson Insurance, a trusted independent agency with locations in Barron and Colfax, Wisconsin. This marks Cartier's

Founded and led by Selene Wosepka, Erickson Insurance has built a reputation for trusted, personalized service in northern Wisconsin. The agency's legacy will continue under Cartier's guidance, with Selene remaining actively involved in operations and serving their clients.

"Joining Cartier is a major milestone for Erickson," said Wosepka. "It's a win for our team, who now have access to additional resources both personally and professionally, and a win for our clients, who can count on the same familiar faces and service they've always known—now with expanded tools, carrier relationships, and expertise."

The partnership reflects Cartier's commitment to aligning with like-minded, family-owned agencies that value relationships, community roots, and client-first service.

"We're proud to welcome Selene and the Erickson team into the Cartier family," said [Cory Cartier](#), Principal at Cartier Insurance. "Their values mirror our own, and we see great potential for growth together in the Wisconsin market. This partnership enables Erickson Insurance to leave a lasting legacy, continuing to positively impact their clients and community."

Cartier and Erickson were first connected through the Keystone network, where both agencies began as franchise partners. The acquisition supports Cartier's ongoing growth in Wisconsin and their home state of Minnesota, further expanding its regional presence since becoming a Keystone Platform Partner in 2022. Through a series of collaborative conversations, the two agencies quickly discovered shared values and complementary strengths, making Erickson's transition to a platform partnership a natural next step.

“It’s the best of both worlds—we have access to more resources and the ability to stay local when it matters most. That balance is what excites me,” shared both Wosepka and Cartier.

### **About Cartier Insurance**

Founded in 1979, Cartier Insurance has grown into a leading independent insurance agency through its commitment to friendly, personal service and deep industry expertise. Based in Duluth, Minnesota, the agency takes pride in being an active part of the communities it serves and was named Keystone Insurers Group’s 2024 National Agency of the Year. Cartier’s leadership team serves on numerous boards, committees, and civic organizations.

### **About Keystone Agency Partners**

Keystone Agency Partners (KAP) is one of the fastest-growing insurance brokers in the U.S., ranked among the top 40 nationally. Backed by Bain Capital, KAP provides capital, operational expertise, and strategic resources to help independent agencies scale and succeed. Learn more at [www.keystoneagencypartners.com](http://www.keystoneagencypartners.com).

### **Media Inquiries**

Stuart Kail | VP of Marketing | Keystone

[skail@keystoneagencypartners.com](mailto:skail@keystoneagencypartners.com)

Share: [!\[\]\(3e2231b1ad3ca8da8658228c00dd08e0\_img.jpg\)](#) [!\[\]\(96a82dd1250f57fd139c5f3b80c9d977\_img.jpg\)](#) [!\[\]\(3fd2f8db37e12aa5bbcaf4dfbd320f6c\_img.jpg\)](#) [!\[\]\(e0326b4151c040481d9d39947d969a7a\_img.jpg\)](#)

# Get started today

Are you looking to take your independent agency to the next level? We're here to help make that happen. Contact us today to get started.

[info@keystoneagencypartners.com](mailto:info@keystoneagencypartners.com)

[570-473-4362](tel:570-473-4362)

About  
Vision

Network

Privacy Policy

LinkedIn

[UHC Transparency of Coverage](#)

© 2025 Keystone Agency Partners