



MERGERS & ACQUISITIONS, NEWS

OneDigital Acquires Fortune Insurance, Expanding Property & Casualty Presence in the Pacific Northwest

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ATLANTA, GA – April 15, 2025 – [OneDigital](#), a leading insurance brokerage, financial services, and HR consulting firm, has acquired [Fortune Insurance](#) (Fortune), a prominent property and casualty (P&C) firm headquartered in Tacoma, WA. With an established presence in employee benefits, HR, and financial services throughout Washington, this strategic acquisition expands our capabilities into property and casualty insurance—strengthening our risk management footprint in the region and advancing our commitment to delivering integrated, end-to-end solutions for employers.

Founded in 2014 by President Grant Baldwin, Fortune Insurance has earned a strong reputation for delivering a wide range of services—including general and professional liability, property and vehicle coverage, excess and umbrella policies, workers’ compensation, employment practices liability, and intellectual and product liability. As cyber threats continue to impact businesses of all sizes, Fortune has become a go-to resource for practical, industry-specific solutions that help clients safeguard their operations and stay ahead of evolving risks.



We are thrilled to welcome Grant and his team to the OneDigital family. Together, we’ll help clients navigate the increasing complexities of risk and people management. This partnership exemplifies our accelerating strategy to enhance our relevance and value to clients.

— [Jeff Fallick, President of the West Region at OneDigital](#)

Grant Baldwin, President of Fortune Insurance, shared his excitement:

“ *Our team has always embraced the philosophy that ‘the client comes first.’ As a business owner, I understand the critical decisions my clients face, and my mission has been to engage with innovative ideas that positively impact their businesses. Joining OneDigital opens an exciting new chapter for us, providing more opportunities to advocate for our clients by leveraging expertise in employee benefits, retirement planning, wealth management, and HR consulting.*

This partnership ensures that the Fortune team will continue to deliver personalized service while gaining access to OneDigital’s expansive nationwide network of P&C resources, guaranteeing that clients’ evolving needs are consistently met. Furthermore, this collaboration will strengthen OneDigital’s P&C presence across the Western region, complementing its existing offices in California, Colorado, Idaho and Utah and reinforcing its position as a leader in the industry.

About OneDigital

OneDigital’s team of fierce advocates helps businesses and individuals achieve their aspirations of health, success and financial security. Our insurance, financial services and HR platform provides personalized, tech-enabled solutions for a contemporary work-life experience. Nationally recognized for our culture of caring, OneDigital’s teams enable employers and individuals to do their best work and live their best lives. More than 100,000 employers and millions of individuals rely on our teams for counsel and access to fully integrated worksite products and services and the retirement and wealth management advice provided through OneDigital Investment Advisors. Founded in 2000 and headquartered in Atlanta, OneDigital maintains offices in most major markets across the nation. For more information, visit onedigital.com.

About Fortune Insurance

Based in Tacoma, Washington, Fortune Insurance is a property & casualty firm offering general and professional liability to clients who require industry-specific coverage. The firm provides tailored risk management services to protect from traditional insurance risks, cyber threats, Error & Omissions and Directors & Officers claims. Fortune Insurance works with a range of industry-specific fields with experienced capabilities in technology, manufacturing, construction, healthcare, food and beverage, hospitality, retail and wholesale, and non-profits. For more information, visit fmgins.com.

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