

🏠 · Insurance News · Liberty expands via Berliner-Gelfand partnership and Florida producer hire

## Liberty expands via Berliner-Gelfand partnership and Florida producer hire

Firm's expansion follows a \$100m credit facility increase

# LIBERTY

Insurance News

By Kenneth Araullo

Jun 27, 2025 / Share

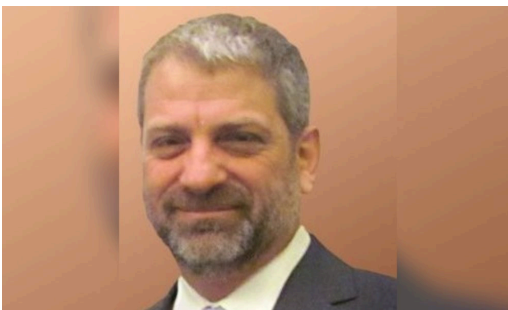
The Liberty Company Insurance Brokers has expanded its footprint with a strategic partnership with Berliner-Gelfand & Co., Inc., a Connecticut-based insurance agency, and the addition of Will Bradshaw as a producer in its Veda, Florida office.

Article left: 2

Subscribe to get unlimited news access [Subscribe](#)

Berliner-Gelfand, founded in 1965, brings decades of experience to Liberty. The agency offers a broad range of insurance products including property, liability, auto, umbrella, workers' compensation, employee benefits, management liability, life, and health.

It is affiliated with several major carriers such as [Chubb](#), [The Hartford](#), [Travelers](#), [Liberty Mutual](#), and Lloyd's of London. James R. Berliner, CPCU (pictured right), serves as president of the agency and is a former president of the Professional Insurance Agents of Connecticut.



Berliner said the decision to align with Liberty was driven by the firm's emphasis on collaboration, integrity, and support.

"After more than 50 years of serving our clients with personalized guidance and deep industry expertise, we saw in Liberty a partner who could help us continue that mission – while at the same time, providing the infrastructure and resources to take our agency to the next level," Berliner said.

Liberty's partnership model allows agencies to retain control over their businesses while accessing services including business development, human capital management, HR compliance tools, and risk and claims support.

[Earlier this year](#), Liberty expanded its syndicated credit facility by \$100 million, led by JPMorgan Chase. The firm said the increase in capital will be used to support continued growth through mergers and acquisitions, the development of specialized industry service groups, and the enhancement of employee learning and development.

This funding is part of a broader capital strategy initiated in 2023 when Liberty closed a \$340 million refinancing transaction.

AD

**Article left: 2**

Subscribe to get unlimited news access [Subscribe](#)

## New producer for Liberty

Separately, Liberty has appointed Will Bradshaw as a producer operating out of its Ponte Vedra, Fla., location. Bradshaw, who has a background in hospitality management, will focus on insurance solutions in the farm/crop, commercial, and high-net-worth personal lines segments.

Bradshaw's entry into the insurance sector builds on his long-standing ties to the local community and family roots in the industry. He previously held a management role with a restaurant group in Ponte Vedra and leveraged that position to build client relationships.

"I chose to work for Liberty because protecting what matters most to people is a mission I truly believe in," Bradshaw said. "I'm excited to be part of a team that puts people first and works every day to provide peace of mind and a reliable source of support."

*What are your thoughts on this story? Please feel free to share your comments below.*

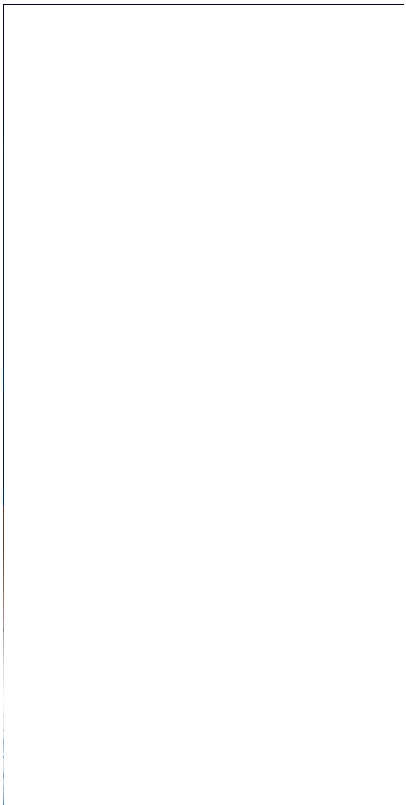
### Related Stories

[Liberty Company partners with Hahn Insurance to expand in New Jersey](#)

[Liberty secures \\$100 million to fuel mergers, acquisitions, and innovation](#)

Article left: 2

Subscribe to get unlimited news access [Subscribe](#)



LATEST NEWS

LIFE & HEALTH

Prudential Financial announces more layoffs at New Jersey headquarters

INSURANCE NEWS

Marsh McLennan reports \$7 billion quarter

CONSTRUCTION & ENGINEERING

Construction risk is evolving – why traditional insurance models are falling short

CLAIMS

Allstate sues to recover \$842k over alleged no-fault fraud

INSURANCE NEWS

Ryan Specialty mourns death of board director Cameron Findlay

AD

AD

Article left: 2

Subscribe to get unlimited news access [Subscribe](#)

Keep up with the latest news and events

Join our mailing list, it's free!

Subscribe

BUSINESS   

[People](#) [Terms & conditions](#) [Privacy policy](#) [Cookie policy](#) [Consent Preferences](#) [Conditions of Use](#) [About us](#)  
[Contact us](#) [Sitemap](#) [Rss](#)



Article left: 2

Subscribe to get unlimited news access [Subscribe](#)