



Columbia Bank Expands Insurance Services with the Acquisition of Jeanne S. Frey Insurance Agency

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Columbia Bank is pleased to announce that Jeanne S. Frey Insurance Agency, Inc., a respected and long-standing insurance provider founded in 1981, is now officially a division of Columbia Insurance Services, Inc., a wholly owned subsidiary of Columbia Bank.

This acquisition reinforces Columbia Insurance Services' mission to protect what matters most to individuals, families, and businesses. Policyholders will benefit from expanded carrier access, enhanced commercial expertise, added convenience, and the full backing of Columbia Bank's broad range of financial services and its reputation built over nearly 100 years of serving New Jersey communities.

Originally acquired as RSI Insurance Agency, the agency was rebranded in 2024 to align with Columbia Bank's nearly century-long tradition of convenience, trust, and community-first service. Since then, Columbia Bank has made several key investments to strengthen infrastructure, expand carrier appointments, and grow



deliver competitive solutions, and ensuring our policyholders have the confidence of both trusted personal service and the full resources of Columbia Bank,” said Thomas J. Kemly, President and CEO of Columbia Bank. “Columbia Bank has proudly served our communities for nearly a century, and this acquisition builds on that legacy.”

Jeanne S. Frey, who will continue to lead the Newfoundland, New Jersey office alongside Columbia Insurance Services’ leadership team, commented, “Since 1981, our clients have trusted us to protect what matters most to them. Joining Columbia Insurance Services allows us to keep that same personalized approach, while providing our policyholders with expanded carrier options, broader expertise, and the strength of Columbia Bank’s nearly 100-year legacy.”

Founded in 1999 and headquartered in Rahway, New Jersey, Columbia Insurance Services has built a reputation as a service-driven agency that helps clients secure the right coverage at the best price. Backed by Columbia Bank’s strength and full range of financial services, this partnership represents another important milestone in the agency’s growth and expansion.

With this acquisition, Columbia Insurance Services enhances its statewide footprint in New Jersey and reaffirms its mission to deliver comprehensive coverage, competitive options, and unmatched personal service, ensuring clients have the confidence that their families, businesses, and assets are well protected.

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