



MERGERS & ACQUISITIONS, NEWS

OneDigital Welcomes Custom Benefit Plans in Willow Grove, PA

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ATLANTA, GA – June 24, 2025 – [OneDigital](#), a leading insurance brokerage, financial services, and HR consulting firm has acquired [Custom Benefit Plans, Inc.](#) (CBP) and Annuity Vault, Inc., respected general agencies based in Willow Grove, Pennsylvania. This acquisition strengthens OneDigital's national general agency platform, deepening its support for independent brokers with expanded Medicare, ACA, and consumer health offerings. CBP will join OneDigital's existing traditional general agency team, Kistler Tiffany Benefits, Powered by OneDigital.

CBP's team of professionals specializing in health insurance, life insurance, and annuities, offered through Annuity Vault, will continue providing unparalleled service to clients, independent agents, and affiliated agencies. For over 25 years, CBP has collaborated with major insurance carriers, offering customers and agents choice and flexibility, along with access to a comprehensive array of Medicare and senior care plans. With cost-competitive products, CBP leads with tactical solutions to support agents in growing their business and individuals in scaling their coverage, managing risks, and preparing for the unexpected.



Sal and Joe Di Nardo have built an esteemed reputation with their long-standing history of providing unbiased, expert advice and outstanding service. We are thrilled to welcome the CBP team with their wealth of industry knowledge, which aligns perfectly with our mission to empower brokers with best-in-class solutions. Backed by OneDigital's solid infrastructure and cutting-edge technology, this partnership will not only secure CBP's proud legacy but also accelerate its growth to serve the healthcare needs of more Americans.

— Sean Riley, Managing Principal, Kistler Tiffany Benefits Powered by OneDigital



We've worked alongside OneDigital for years and share their heart for service and innovation. By combining our strengths, we're able to provide enhanced support and expanded options for brokers navigating the complexities of ACA and Medicare markets—while continuing to deliver the personalized service our partners have come to trust.

— Sal Di Nardo, President of Custom Benefit Plans

The addition of CBP marks another milestone in the continued growth of OneDigital's general agency platform, strengthening its ability to support independent brokers with expanded product access, localized expertise, and a streamlined path through today's evolving healthcare landscape. Together, the integrated team will serve more than 1,300 broker partners and the millions of Americans they support.

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 Custom Benefit Plans

Founded in 1998 by President Sal Di Nardo, Custom Benefit Plans Inc. is a general agency operating out of Willow Grove, PA. CBP serves clients with a full range of healthcare, life insurance, annuities, Medicare, and senior plans. Consequently, CBP assists clients with scaling insurance coverage to manage and mitigate risks, ultimately tailoring coverage for clients' specific needs. The CBP team is dedicated to offering best-in-class guidance to help clients manage risks, scale coverage, and prepare for the unexpected. For more information, visit custombenefitplans.com

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