

Jul 1, 2025 12:24 PM Eastern Daylight Time

## Relation Insurance Services Acquires Advantage Insurance Group

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CHICAGO--(BUSINESS WIRE)--Relation Insurance Services ("Relation") acquired the assets of Advantage Insurance Group. The transaction went into effect on May 31, 2025; terms of the transaction were not disclosed.

"Our new partnership with Relation takes our business to the next level," said Geoff Eaton, owner of Advantage Insurance Group. "Being able to provide the wealth of carrier relationships, the size and scope of resources, and in-house expertise that Relation has available, will allow us to provide more valuable options to our clientele. To us, relationships are key, and Relation understands how to help us to deliver excellence in service."

Advantage Insurance Group, a family-owned business based in [El Reno, Oklahoma](#), offers a mix of both personal and commercial lines of insurance products and services. Their offices will continue to be led by owners Geoff Eaton and Ryan Eaton, who along with their staff, are committed to continuing to deliver the customized service their clients have come to expect. Now, as part of the Relation family, Advantage Insurance Group will gain access to enhanced tools, technologies, and specialized expertise to better serve their community.

"Advantage Insurance Group has a long-standing reputation for bringing custom insurance solutions to businesses and families in the Oklahoma market," said Tim Hall, chief executive officer of Relation. "Their experience in both personal lines and commercial insurance products brings a wealth of knowledge to our team and helps to provide a more robust client experience when it comes to understanding the variables involved in selecting the right coverage. We are thrilled to welcome

Advantage Insurance Group into the Relation family, and we are excited to continue growing with them as part of our team.”

The partnership underscores Relation’s commitment to fostering strong relationships with local agencies and communities. By combining Relation’s national footprint with Advantage Insurance Group’s local expertise, the partnership aims to deliver tailored solutions that meet the unique needs of businesses and families in the region.

## **About Relation’s Mergers & Acquisitions**

*Relation Insurance Services is actively seeking partnerships to expand its offerings, industry expertise, and geographic footprint. Relation offers a seat at the table to insurance entrepreneurs with equity ownership opportunities and a people-first approach that optimizes outcomes for employees and clients. For more information on joining the Relation family of brands, visit [www.relationinsurance.com/partner-with-us](http://www.relationinsurance.com/partner-with-us).*

## **About Relation Insurance Services, Inc.**

*Relation Insurance Services is an insurance brokerage that offers superior risk management and benefits consulting services across the United States. It is ranked by Insurance Journal within the top 25 largest agencies in the country by revenue and has approximately 1,350 employees across more than 100+ locations nationwide. Relation is a privately held corporation backed by Aquiline Capital Partners, a private equity firm based in New York and London investing in businesses globally across financial services and technology. Visit: [www.relationinsurance.com](http://www.relationinsurance.com) for more information.*

## **Contacts**

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**Industry:** [Consulting](#) [Professional Services](#) [Insurance](#)  
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**RELATION INSURANCE SERVICES, INC.**

#### **DETAILS**

**Headquarters:** Chicago, Illinois

**Website:** [www.relationinsurance.com](http://www.relationinsurance.com)

**CEO:** Tim Hall

**Employees:** 1,350

**Organization:** PRI

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#### **RELEASE VERSIONS**

English

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[#growth](#)

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#### **CONTACTS**

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## Relation Insurance Acquires Joseph M. Wiedemann & Sons, Inc.

CHICAGO--([BUSINESS WIRE](#))--Relation Insurance Services (“Relation”) announced today their acquisition of the assets of Joseph M. Wiedemann & Sons, Inc. (JMWS). The transaction went into effect on August 1, 2025; terms of the transaction were not disclosed. “We proud to join a...

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## Relation Insurance Acquires Bridlewood Insurance Services, Inc.

CHICAGO--([BUSINESS WIRE](#))--Relation Insurance Services (“Relation”) announced today their acquisition of the assets of Bridlewood Insurance Services, Inc. (“Bridlewood”). The transaction went into effect on August 1, 2025; terms of the transaction were not disclosed. “I started...

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## Albert G. Ruben Joins Relation Insurance

CHICAGO--(**BUSINESS WIRE**)--Relation Insurance Services ("Relation") announced today the acquisition of Albert G. Ruben, a pioneer in Hollywood and the global entertainment sector, providing specialized insurance services to major film studios, independent production...

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