

Simplicity Continues Growth with the Acquisition of Northeast Brokerage and Adds Three New Partners



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SUMMIT, N.J., Aug. 19, 2025 /PRNewswire/ -- Simplicity Group Holdings ("Simplicity"), a leading financial products distribution firm, today announced the acquisition of Northeast Brokerage, a New England-based BGA with a focus on point of sale within financial institutions, P&C agencies, and other professional firms. With this deal, Simplicity welcomes Rex Cretella, Mark Gage, and Mike Costello to its partnership.

"Northeast Brokerage has a well-established reputation for delivering extraordinary service to financial institutions, P&C insurance organizations and independent advisors, and we are excited to work with the entire Northeast Brokerage team to continue to expand Simplicity's presence this market," said Bruce Donaldson, Partner and CEO of Simplicity. "Rex, Mark, and Mike are dynamic sales professionals with a similar approach to serving clients, and we are thrilled to welcome them to the team."

"Joining Simplicity Group is a fantastic next step for us," said Rex Cretella. "This partnership provides us with access to an incredible network of resources and an expanded portfolio of products that will directly benefit our agents, advisors and their clients. We're excited to leverage the collective expertise and scale of Simplicity to take our service offerings to the next level."



Mark Gage added, "Our decision to partner with Simplicity was driven by our shared commitment to growth and a client-centric approach. The support, technology, and marketing resources we gain by joining Simplicity will empower us to serve our agents more effectively and solidify our collective position as a leader in the market."

"Simplicity's dedication to agent and client success is aligned with Northeast's mission. This acquisition allows us to maintain the strong, personal relationships we've built over the years while offering our agents the best-in-class resources and support of a national powerhouse. We are thrilled to be part of a team that is so forward-thinking and committed to the long-term success of its partners."

About Northeast Brokerage

Northeast Brokerage is an insurance brokerage general agency dedicated to providing relationship-based sales assistance to independent life agents, national institutional firms, property and casualty agents, and other financial service professionals in the areas of life, annuities, disability and long-term care insurance. For more information, please visit <https://nb-bga.com/>

About Simplicity Group

*Simplicity is the leading partner for advisors, financial institutions, and consumers by delivering the best combination of wealth accumulation and financial protection products that meet the needs of a consumer-oriented holistic financial plan. As one of the fastest growing partnerships in the financial services industry, Simplicity offers an unrivalled array of tools and technologies to grow and protect wealth, which can be accessed through **affiliation**, **outsourcing**, or **joining the partnership**. In an ever-changing environment, Simplicity's commitment to working in our clients' best interest is unwavering and has always been anchored to our commitment to **Education**, **Value**, and **Partnership**. For more information, please visit: www.simplicitygroup.com and follow the Company on [LinkedIn](#).*

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