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Senior Market Sales® (SMS) Acquires Austin-Based Abt Insurance Agency

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Longtime Partners to Combine Resources to Help More Seniors Navigate Medicare

OMAHA, Neb.--(BUSINESS WIRE)--Senior Market Sales® (SMS), one of the industry's premier field marketing organizations (FMOs), has acquired the rapidly growing Abt Insurance Agency, further expanding the FMO's Medicare insurance distribution nationally.

"This partnership is an exciting new chapter that will allow us to reach more seniors and stay ahead of the curve with what's happening with the Medicare industry."

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"SMS has continually been a partner to Abt Insurance Agency on an FMO level, and we have benefited greatly from a lot of their technology tools that allow us to efficiently help our seniors," said Abt Insurance Agency Founder and CEO Stephanie Abt. "So this is a natural progression of that partnership."

SMS President John Haver also described the partnership as a natural fit for SMS, which has acquired [20 companies, including a registered investment advisor](#) (RIA) as part of its strategic growth plan to expand its national health and wealth distribution network and to foster innovation among the SMS family of companies.

"She's that perfect partner that we're looking for — her business is growing at a phenomenal pace, she wants to grow more with a like-minded partner, and her

business acumen and service mindset are exceptional," Haver said. "When you see all she's done in such a short amount of time, we're very fortunate to get to work with her."

Abt founded [Abt Insurance Agency](#) in 2014 on the idea that people deserve a trusted guide when navigating the world of insurance, especially the complicated maze of Medicare. By creating educational videos and sharing them on social media, Abt attracted YouTube, TikTok and Facebook followers who have fueled her lead pipeline with minimal expense compared to traditional means — a model Haver said SMS agents and other acquired partners can learn from.

Since 2017, Abt has relied on [SMS' proprietary technology](#), industry-leading back-office support, proven marketing systems, and comprehensive product portfolio of health and wealth solutions from top carriers. The partnership with SMS and Alliant Insurance Services will help provide Abt additional resources to expand nationally and to enhance SMS' health and wealth distribution network.

"Our goal is to help as many seniors as we can across the country with Medicare," Abt said. "This partnership is an exciting new chapter that will allow us to reach more seniors and stay ahead of the curve with what's happening with the Medicare industry."

About Senior Market Sales

Senior Market Sales® (SMS) represents top Medicare Supplement, Medicare Advantage, annuity, life, long-term care, individual health and travel insurance carriers in all 50 states. Independent insurance agents rely on SMS for proprietary technology, competitive insurance products, and expert training and service to help them leverage their time, make more money, and put their business in a position of distinction. Founded in 1982, SMS is headquartered in Omaha, Nebraska. In 2020, SMS joined the [Alliant Insurance Services](#) family of companies. Visit www.SeniorMarketSales.com or call 1.800.786.5566 for more information.

About Alliant Insurance Services

Alliant Insurance Services marks a century of success as the nation's leading specialty broker. Alliant operates through a network of specialized national platforms and local offices to offer clients a comprehensive portfolio of risk solutions built on innovative thinking and personal service. The business of managing risk is complex, and Alliant meets this complexity head-on with creativity

and agility. Alliant has changed the way our clients approach risk management and benefits, giving them complete access to our resources and expertise — regardless of where the resource is located — to capitalize on new opportunities to grow and protect their organizations and their people.

Alliant is recognized as a leading destination for top-tier brokerage talent in the U.S., attracting brokers and specialists across a diverse spectrum of disciplines who are eager to advance their careers. With the advantage of being majority employee-owned, professionals choose Alliant for autonomy, unparalleled resources, and a unique equity ownership opportunity. As a testament to our commitment to excellence, Alliant maintains an impressive 99% producer retention rate and has earned Forbes' prestigious title of one of America's Best Large Employers.

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