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Equal Parts Expands New Mexico Presence with Acquisition of Blue Star Insurance Agency

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Acquisition marks Equal Parts' second New Mexico expansion in 30 days, accelerating its mission to empower independent agencies with technology, capital, and speed.

AUSTIN, Texas--([BUSINESS WIRE](#))--Equal Parts, the Austin-based insurance platform redefining what it means to build, scale, and modernize independent agencies, today announced the acquisition of Blue Star Insurance Agency, a trusted local brokerage that has served the Belen, New Mexico community for more than a decade.

"We're not just rolling-up books of business, we're building a platform that empowers great operators - combining speed, technology, and autonomy to create the next generation of insurance leaders."

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The acquisition expands Equal Parts' growing New Mexico footprint, following its recent purchase of Strategic Insurance Group, led by President Benito Ortiz. Through this partnership, Equal Parts and Strategic continue their joint mission to deliver best-in-class insurance solutions, operational excellence, and deeply local service across the state.

"Blue Star has built an incredible reputation for fast, reliable, and human service - exactly the kind of agency we look for at Equal Parts," said Mike Meller, Co-Founder

and Head of Operations at Equal Parts. "We're building a platform that helps great operators like Benito move faster and scale their impact, without losing what makes them great."

Building Strategic, Building Momentum

Founded in Albuquerque, Strategic Insurance joined Equal Parts earlier this year to accelerate growth and acquisition opportunities across New Mexico. Under Ortiz's leadership, Strategic has grown to serve more than 2,000 clients statewide and continues to expand through both organic growth and local partnerships.

"When I joined Equal Parts, the vision was clear - get clarity, move fast, and keep building," said Benito Ortiz, President of Strategic Insurance, an Equal Parts Agency. "Just thirty days after joining the platform, we closed our first acquisition with Blue Star Insurance. That's what happens when you align on outcomes and have the autonomy to execute."

Accelerating a New Model for Independent Agencies

Equal Parts partners with high-performing independent agencies, providing capital, technology infrastructure, and operational support to help them scale faster while maintaining local ownership and community focus.

"We're not just rolling-up books of business," added Mike Witte, Co-Founder and CEO of Equal Parts. "We're building a platform that empowers great operators - combining speed, technology, and autonomy to create the next generation of insurance leaders."

About Blue Star Insurance Agency

Founded in 2013, Blue Star Insurance Agency has proudly served families and businesses across Belen and surrounding communities for over ten years, offering a full suite of personal and commercial insurance solutions with a commitment to reliability, trust, and local service.

About Equal Parts

Equal Parts is a technology-enabled insurance platform built to help independent agencies scale faster, operate smarter, and stay independent longer. Headquartered in Austin, Texas - Equal Parts partners with high-performing

operators across the U.S. to provide capital, operational infrastructure, and technology that accelerate growth without sacrificing autonomy.

To learn more, visit www.equalparts.ai.

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EQUAL PARTS

RELEASE SUMMARY

Equal Parts acquires Blue Star Insurance, its 2nd New Mexico deal in 30 days, expanding its tech-enabled platform for independent agencies.

RELEASE VERSIONS

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