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Equal Parts Acquires Strategic Insurance to Expand Footprint in New Mexico

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Acquisition strengthens Equal Parts' mission to empower independent agencies with technology, AI tooling, and capital

AUSTIN, Texas--(BUSINESS WIRE)--Equal Parts, a next-generation insurance platform focused on transforming independent agencies, today announced the acquisition of Strategic Insurance, a leading Albuquerque-based agency serving families and small businesses across New Mexico.

"We're not just buying policies — we're partnering with visionary leaders. Our mission is to equip founders like Benito with the technology, resources, and support to take their agencies to the next level."

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Founded by Benito Ortiz in 2020, Strategic Insurance has grown from a one-person startup into a thriving business trusted by more than 2,500 clients, built on exceptional service and entrepreneurial grit.

"What Benito and his team have built over the past five years is remarkable," said Michael Witte, founder and CEO of Equal Parts. "We're not just buying policies — we're partnering with visionary leaders. Our mission is to equip founders like Benito with the technology, resources, and support to take their agencies to the next level."

Ortiz added: "I had multiple offers on the table from private equity groups. They were financially sound, but felt transactional. Equal Parts offered something

different — a vision for growth and innovation while preserving the values we've built our agency on."

A Better Path for Independent Agencies

Across the U.S., there are more than 70,000 independent insurance agencies. Nearly half of agency owners are expected to retire within the next decade, leaving many teams and clients at a crossroads.

Historically, owners have faced two difficult options:

- Sell to a large corporate buyer, losing the culture and autonomy that made them successful; or
- Go it alone, struggling to grow without access to capital, modern technology, or additional resources.

Equal Parts offers a third way — empowering agencies to stay independent while scaling faster through shared infrastructure, advanced automation, and strategic guidance.

Why Strategic Insurance and Equal Parts Align

Ortiz built Strategic Insurance from scratch, without inherited clients or corporate backing. His success was driven by deep local relationships, a talented team, and a relentless focus on solving problems for customers.

By joining Equal Parts, Strategic Insurance will gain access to advanced technology, and operational tools to streamline back-office tasks — giving Benito and his team more time to focus on clients and growth.

"Insurance has historically been slow to evolve," Witte added. "With the right leaders and modern tools, we can move faster, serve clients better, and build something that challenges the old way of doing business."

Looking Ahead

Strategic Insurance will continue to operate under its local brand while leveraging Equal Parts' platform to expand services and capabilities across Albuquerque and beyond. "This isn't just an acquisition," Witte concluded. "It's proof that there's a

better future for independent agencies — one built on speed, innovation, and entrepreneurs like Benito who are ready to grow.”

About Equal Parts

Equal Parts is a modern insurance platform that partners with independent agencies to accelerate growth through technology, capital, and operational support. By combining advanced automation with a network of entrepreneurial leaders, Equal Parts helps agencies scale faster while maintaining their independence and community focus. Learn more at www.equalparts.ai.

About Strategic Insurance

Founded in 2020 by Benito Ortiz, Strategic Insurance serves families and small businesses throughout Albuquerque, New Mexico. Known for personalized service and local expertise, Strategic Insurance helps clients navigate their insurance needs with care and speed.

Contacts

Media Contact:

press@equalparts.com

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