



MERGERS & ACQUISITIONS, NEWS

OneDigital Welcomes Bancorp Insurance, Female-Led Oregon Property & Casualty Firm

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ATLANTA, GA – November 20, 2025 – [OneDigital](#), a leading insurance brokerage, financial services and HR consulting firm, announced the acquisition of [Bancorp Insurance Agency](#) (Bancorp), a respected Oregon-based, female-led, family-owned insurance agency.

With this acquisition, OneDigital continues to expand its presence across Oregon, introducing a fully converged market that integrates employee benefits, HR consulting, financial and retirement services, and property & casualty insurance under one unified brand.

Founded in 1990, Bancorp Insurance Agency has proudly served the La Pine, Oregon community, **businesses and families for two generations**. The firm specializes in personal and commercial insurance solutions tailored for niche industries, including artisan contractors, wildland firefighters, catering professionals, water and special districts, and privately owned RV parks and resorts.

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I am pleased to welcome Bancorp Insurance, its talented staff and valued clients to the expanding OneDigital family of insurance agencies. Bancorp clients will continue to benefit from dedicated, in-house customer service with a strong emphasis on personal relationships, while gaining access to an enhanced suite of product offerings through OneDigital. I am excited to collaborate with Cheri and the Bancorp team as we move forward together.

— Chris Jensen, Managing Principal, Pacific Northwest, OneDigital

Cheri Martinen, CIC agency president, and her team of 13 insurance professionals will continue to provide hands-on, personalized service to more than 3,500 clients; now supported by OneDigital's national property and casualty network and technology resources.

This partnership allows Bancorp to maintain its community roots and client relationships while leveraging OneDigital's national scale, data insights, and industry knowledge to deliver greater value and risk management solutions.

“ *On behalf of three generations of the Lesueur family, I am thrilled to partner with OneDigital. We will not only continue our legacy of helping clients and our community, but will strengthen these relationships through broader carrier access and enhanced resources. Our customers will continue to see the same friendly faces and hear the familiar voices they have come to trust.*

— Cheri Martinen, President, Bancorp Insurance Agency

The addition of Bancorp builds on OneDigital's momentum in the West, following 10 prior property and casualty acquisitions in the region and 30 nationwide since 2021. OneDigital remains committed to expanding its footprint and empowering local agencies to provide comprehensive insurance and financial solutions for individuals and businesses across the U.S.

About OneDigital

OneDigital's team of fierce advocates helps businesses and individuals achieve their aspirations of health, success and financial security. Our insurance, financial services and HR platform provides personalized, tech-enabled solutions for a contemporary work-life experience. Nationally recognized for our culture of caring, OneDigital's teams enable employers and individuals to do their best work and live their best lives. More than 100,000 employers and millions of individuals rely on our teams for counsel and access to fully integrated worksite products and services and the retirement and wealth management advice provided through OneDigital Investment Advisors. Founded in 2000 and headquartered in Atlanta, OneDigital maintains offices in most major markets across the nation. For more information, visit onedigital.com.

About Bancorp Insurance Agency

Bancorp® Insurance is a family-owned specialty agency based in La Pine, Oregon. The firm offers commercial insurance solutions tailored to niche markets, including CCB contractors, water and special districts, wildland firefighters, mobile caterers, RV parks, motels, campgrounds, and resorts.

The personal lines coverage includes home, auto, recreational vehicles, ATVs, snowmobiles, boats, life, Medicare and health. For more information visit, bancorpinsurance.com.

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