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# KING RISK PARTNERS ACQUIRES PRL ASSOCIATES

March 5, 2026

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GAINESVILLE, Fla. — King Risk Partners, the 51st largest insurance brokerage in the United States, is continuing its expansion in the Northeast through the acquisition of PRL

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 Associates, a respected insurance agency based in  
 Endicott, New York. This partnership reflects King Risk  
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 Partners' commitment to delivering high quality service  
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 across the region, supported by steady and disciplined  
 growth, as well as a focus on the communities it serves.  
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 For more than 15 years, PRL Associates has built a proven

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 track record for providing personal and commercial

insurance solutions to clients throughout New York. The  
 agency is recognized for a client-first approach and for  
 tailoring coverage to meet the unique needs of individuals,  
 families, and businesses.

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“PRL Associates is a great addition to King Risk Partners,”  
 said Scott Popilek, Chief Executive Officer. “They built their  
 business on responsive service and long-term client  
 relationships, which aligns with how we serve our  
 communities. With this partnership, we are expanding our  
 capabilities in New York while keeping local support and  
 trusted guidance at the center of the client experience.”

John Lavo and Steve Carr, Owners of PRL Associates, said  
 the move marks an important next step for the agency. “By  
 joining King Risk Partners, we can offer a broader range of  
 solutions and additional support for our clients, while  
 preserving the personal attention and responsiveness they  
 expect from our team. We are committed to carrying  
 forward the tailored coverage and steady guidance that  
 have been central to PRL Associates.”

This acquisition supports King Risk Partners’ long-term  
 growth strategy, centered on shared values and sustained  
 community engagement. King Risk Partners remains  
 committed to service quality, integrity, and the trusted  
 relationships that clients and partners rely on for the long  
 term.

### SOURCE King Risk Partners

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