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Marshall+Sterling Acquires New York's Sidle Insurance

January 14, 2026



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New York-based national insurance agency Marshall+Sterling announced it has acquired Sidle Insurance, an independent insurance agency based in Montour Falls, New York.

Serving individuals, families, and businesses in the Finger Lakes region, Sidle Insurance will operate as Sidle Insurance, a division of Marshall+Sterling, during the transition period.



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"Sidle Insurance represents the kind of firm we intentionally seek out — client-focused, community-rooted, and committed to proactive guidance," said Eric Diamond, president and chief executive officer, Marshall+Sterling.

"This partnership allows us to build on the relationships that matter most while expanding the solutions available to support evolving needs," said David Sidle, president, Sidle Insurance.

Marshall+Sterling, (<https://marshallsterling.com/>) a 100% employee-owned agency, ranks 43d on Insurance Journal's Top 100 Independent Property/Casualty Insurance Agencies list for 2025.

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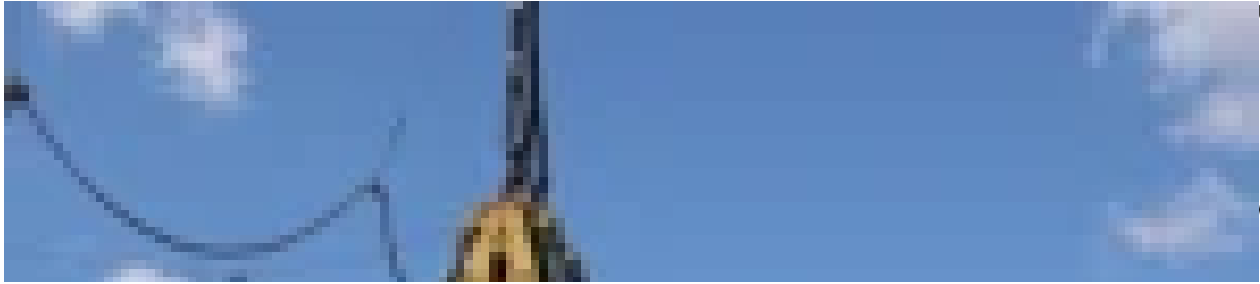
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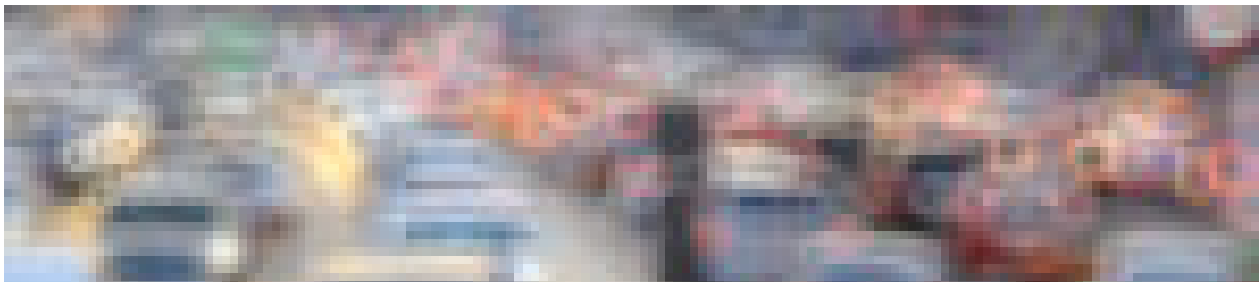
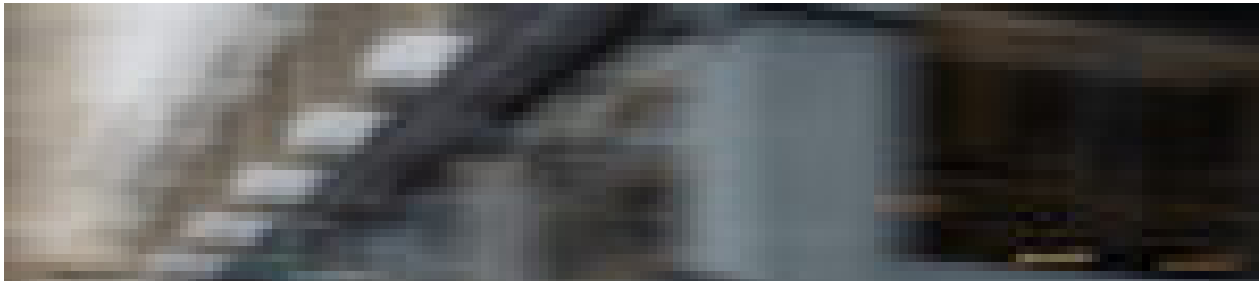
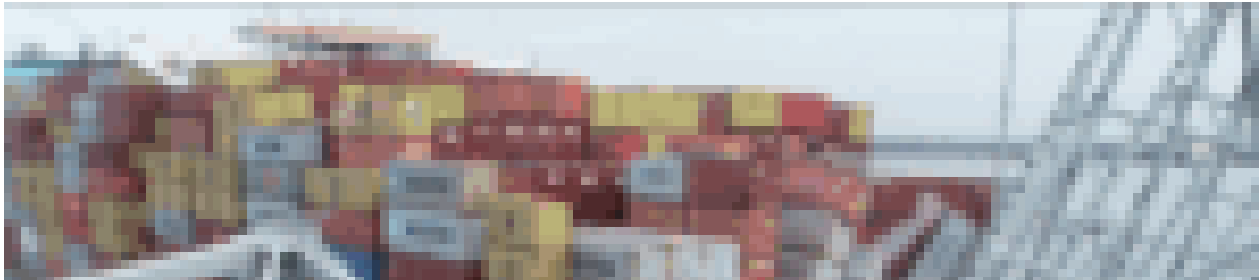
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