



MountainOne Insurance Acquires Amy R. Morey Insurance Agency, Expands into Greenfield

January 2, 2026



MountainOne Insurance Agency, a subsidiary of MountainOne Bank, announced its expansion into Greenfield, Massachusetts, effective January 1, 2026, through the acquisition of the Amy R. Morey Insurance Agency (ARM).

In a relatively short period of time, the independent insurance agency has established a strong presence in the Greenfield area, earning a loyal client base through personalized insurance solutions and a high level of customer service.

Owner Amy R. Morey and Account Manager Noelle Laprade will continue to serve clients from the Greenfield office at 91 Main Street, which will soon operate under the MountainOne Insurance brand.

The acquisition will provide ARM clients with access to an expanded range of insurance products and a broader network of insurance carriers, offering more coverage options at competitive rates while maintaining the local service they value.

"Expanding into the Greenfield area further strengthens MountainOne Insurance's presence in the Pioneer Valley," said Jonathan Denmark, President & COO of MountainOne Insurance. "Amy R. Morey Insurance Agency has built a strong foundation rooted in local relationships and trusted service, and we are proud to build on that legacy while welcoming Amy, her team, and her clients to MountainOne."

This acquisition marks MountainOne Insurance's third expansion in the Pioneer Valley in recent years, following the acquisitions of G.W. Morisi Insurance in Longmeadow and McClure Insurance Agency in West Springfield and Wilbraham, reflecting the organization's continued growth across the region.



About MountainOne Insurance Agency, Inc.

A subsidiary of MountainOne Bank, MountainOne Insurance Agency, Inc. (mountainone.com/insurance) offers a wide range of insurance solutions including personal and business property and casualty insurance, surety bonding, employee benefits, and life and Medicare coverage. Offices are located in the Berkshires (North Adams, Pittsfield, Stockbridge, Williamstown) and the Pioneer Valley (Greenfield, Longmeadow, West Springfield, Wilbraham).

Insurance products are not a deposit, not FDIC-insured, not insured by any Federal Government Agency, not guaranteed by the Bank, and may go down in value.



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