

OneDigital Expands Minnesota Presence with Acquisition of Princeton Agencies Insurance Group

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ARTICLE SUMMARY

OneDigital welcomes Princeton Agencies Insurance Group (PAI), expanding its presence in Minnesota and strengthening its fully integrated insurance, financial services, and HR platform in the region. With more than 120 years of community-focused service across six East Central Minnesota locations, PAI's team of 42 professionals will continue serving more than 10,000 clients, now backed by OneDigital's national platform, expanded carrier access, and broader suite of solutions.

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Whether you have a simple question, or a complicated one, we're here to help.





The Addition Strengthens OneDigital's Fully Integrated Insurance, Financial Services, and HR Platform in Minnesota

ATLANTA, GA- May 19, 2026 - [OneDigital](#), a leading insurance brokerage, financial services, and HR consulting firm, announced the acquisition of [Princeton Agencies Insurance Group](#) (PAI), a leading insurance provider serving East Central Minnesota. PAI includes six locations – Princeton Insurance Agency, Benton Insurance Services, PAI Insurance Onamia, PAI Insurance Foley, PAI Insurance Milaca, and Cambridge-Isanti Insurance.

With this acquisition, OneDigital expands its Minnesota presence by adding property and casualty capabilities alongside its existing employee benefits, retirement plan services, wealth management, and workforce and HR solutions – further strengthening its integrated platform in the region.

For more than 120 years, PAI has built a trusted reputation across Minnesota through personalized service, deep community relationships, and expertise across both personal and commercial insurance lines. The firm has been recognized for its client service excellence, earning Town & Country's Readers' Choice Award every year since 2017.

“PAI has built an exceptional reputation across East Central Minnesota through deep community relationships and trusted client service. Their



deliver expanded solutions, carrier access, and resources that create even greater value for clients.”

– Greg Hopkins, Executive Vice President, North Central Region, OneDigital

The PAI team will continue providing relationship-focused service to more than 10,000 clients while gaining access to OneDigital’s national property and casualty platform, technology resources, and expanded capabilities – all while maintaining the community roots and trusted relationships that have defined the organization for generations.

“Our reputation has been built one relationship at a time,” said Erik Soule, President, Princeton Agencies Insurance Group. “Joining OneDigital gives our team access to tools, technology, carrier relationships, and specialized resources that will directly benefit our clients. We are proud of what we have built in Minnesota and excited for what this next chapter makes possible for our team and the communities we serve.”

– Erik Soule, President, Princeton Agencies Insurance Group

The addition of PAI reflects OneDigital’s continued momentum in the Central region, where the company has completed eight property and casualty acquisitions, contributing to 30 P&C acquisitions nationwide since 2021. OneDigital continues to invest in local agencies with strong community relationships and specialized expertise while expanding access to integrated insurance, financial, and workforce solutions. Across all practice areas – including employee benefits, retirement plan services, wealth management, HR consulting, and property and casualty – OneDigital proudly supports the Central market with a team of more than 450 professionals across 35 offices.

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.



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 Princeton Agencies Insurance Group:

Princeton Agencies Insurance Group is a specialty agency based across six locations throughout East Central Minnesota, including Princeton, Cambridge, Milaca, Onamia, and two offices in Foley. The firm offers comprehensive commercial insurance solutions across a wide range of industries, including construction, manufacturing, hospitality, retail, municipalities, non-profit, education, agriculture, technology, finance, farming, real estate, waste management, and social services, as well as personal lines coverage, including home, auto, life, and health insurance. For more information, visit princetonins.com.

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