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Smith Brothers Insurance Expands into Western Connecticut with Addition of Norcom Insurance

by Smith Brothers | M&A, News, Uncategorized

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Insurance

Glastonbury, CT – Effective July 1, 2026 – Smith Brothers Insurance, LLC announced the addition of Norcom Insurance, located in Avon, CT, expanding its presence into western Connecticut with its first office west of Hartford. Smith Brothers Insurance, headquartered at 68 National Drive, Glastonbury, CT, has locations across Connecticut, Massachusetts, New Jersey, and New York.

Norcom enhances Smith Brothers family-focused client base and extends the firm's reach into a region that fits closely with the agency's Family Confidant and Enterprise Risk Management approach to helping families and businesses manage risk and achieve their long term goals.

"Norcom is a great fit for us. They've built their business around relationships and taking care of their clients the right way," said Joe B. Smith, President & CEO of Smith Brothers Insurance. "We're excited to bring our teams together and continue building on this foundation."

Wes Horbatuck will continue to lead business development and serve clients alongside the same Norcom team they know and trust. Six Norcom

Horbatuck. "Joining Smith Brothers allows us to keep doing what we do best, with more resources behind us, while staying true to the relationships and service our clients expect."

ABOUT SMITH BROTHERS INSURANCE, LLC

Smith Brothers Insurance is an independently operated, Top 100 Risk Management and Insurance broker in the United States. As family confidant and outsourced risk manager we help families and businesses manage risk, protect assets, and grow.

Founded in Hartford, Connecticut in 1971 by brothers, Bob and Brian Smith, Smith Brothers Insurance has expanded to more than 300 professionals to help protect clients from risk and uncertainty.

Smith Brothers is licensed in every state in the U.S. and protects risk all over the world. Our offices are throughout Connecticut, Massachusetts, New Jersey, and New York.