

(https://www.agencyequity.com/linkout/94562)

The Marketplace for Insurance Agency Acquisitions and Resources

HINES BALL ADVISORY GROUP
M&A Brokers
Planning Today for Tomorrow's Success



(https://www.agencyequity.com/linkout/88185)

INSURICA STRENGTHENS PERSONAL LINES BUSINESS WITH SMITH ALLEN INSURANCE ACQUISITION

July 22, 2026

ALL ARTICLES |

LATEST NEWS |

AGENCY MANAGEMENT |

E&O/LEGAL CASES |

AGENCY PRODUCTS |

INSURICA has expanded its personal lines insurance operations through the acquisition of Dallas-based Smith Allen Insurance, a move designed to strengthen the company's personal lines platform while enhancing its relationship-driven approach to client service.

The transaction supports INSURICA's broader growth strategy by increasing its investment in personal lines and leveraging Smith Allen Insurance's established operating model across the organization's national footprint.

According to INSURICA Regional President of Texas David Winans, the acquisition represents a significant milestone for the company's personal lines division. He said Smith Allen's expertise, culture and commitment to service will help accelerate growth in Texas while providing additional resources and best practices that can be implemented throughout the INSURICA organization.

Smith Allen Insurance has built its reputation on personalized client relationships and a structured approach to producer development. The agency emphasizes accountability, career advancement and consistent service, qualities that INSURICA believes will strengthen its ability to serve personal insurance clients while supporting long-term growth.

As part of the acquisition, INSURICA plans to preserve the client-focused experience that has defined Smith Allen while expanding its reach through the company's larger network and operational resources. The combination is also expected to enhance sales performance, producer training and organizational development across the personal lines business.

Stan Smith, owner of Smith Allen Insurance, said finding a partner with similar values was an important consideration throughout the process. As a multi-generational family owned agency, Smith Allen sought an organization that shared its commitment to honesty, integrity and personalized service. He noted that INSURICA's national scale provides new opportunities to expand the agency's proven personal lines model while maintaining the level of service clients have come to expect.

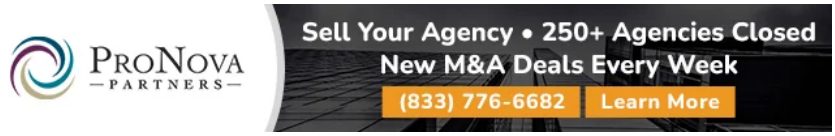
The acquisition continues an active year of growth for INSURICA.

Earlier this year, the company acquired Integrity Insurance Services, adding additional sales capacity and industry expertise in sectors including oil and gas, transportation, engineering and construction. INSURICA also expanded its commercial insurance capabilities with the acquisition of RG Commercial Insurance in California, broadening its construction expertise and commercial property and casualty portfolio.

In the employee benefits market, INSURICA acquired Innovare, doing business as Health Plan Management Group (HPMG), to strengthen its capabilities in self-funded and captive health benefit solutions. The acquisition expanded the firm's consulting services for school districts and other complex organizations while adding expertise in cost management, ACA compliance and employee benefits administration.

With the addition of Smith Allen Insurance, INSURICA continues to diversify its service offerings while reinforcing its commitment to delivering specialized expertise and high-touch client service across both personal and commercial insurance markets.

Information for this article was provided by INSURICA. Views and claims expressed in this article are those of the source company and do not necessarily reflect the views of AgencyEquity.com. This article may have been edited with the help of AI.



(https://www.agencyequity.com/linkout/85034)

LATEST NEWS

Latest News (https://www.agencyequity.com/category/articles)

- Oakbridge Partners with Valentine Insurance to Expand Risk and Benefits Expertise
- Amynta Group to Acquire Southern States Insurance Operations
- NFP Acquires Frontier Risk Group's Cannabis Insurance Business

AgencyEquity Guides (https://www.agencyequity.com/category/agencyequity-guides)

- Guide to Transitioning from a Captive to an Independent Insurance Agency
- Guide to Transferring Assets After an Insurance Agency Acquisition
- Guide to Choosing an Insurance Agency Network

VIEW ALL ARTICLES (HTTPS://WWW.AGENCYEQUITY.COM/CATEGORY/ARTICLES)

VIEW ALL ARTICLES (HTTPS://WWW.AGENCYEQUITY.COM/CATEGORY/AGENCYEQUITY-GUIDES)