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Inszone Insurance Services Acquires Aviza Insurance Agency, Strengthening Its Farm and Agribusiness Presence in Coldwater, Michigan

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SACRAMENTO, Calif.--(BUSINESS WIRE)--Inszone Insurance Services, a rapidly growing national provider of commercial, personal, and benefits insurance, is pleased to announce the acquisition of Aviza Insurance Agency. This strategic acquisition expands Inszone's footprint in Michigan, welcoming a respected, community-rooted agency with deep expertise in farm, agribusiness, commercial, personal lines, and benefits into the Inszone family.

Founded in 1966 and operating today as Aviza Insurance Agency, Inc., the agency has served Coldwater, Michigan and the surrounding Tri-State area with both personal and commercial coverage, with particular strength in the farm, commercial, home, auto, and health insurance that anchor its close-knit community.

When the time came to consider the agency's future, owner Jake Eby focused on the clients and community he had spent his career serving. Eby, who has more than 30 years of insurance experience and took over the agency in 2016 from founder Dave Aviza, built much of the book around the farm and commercial risks he knows best. As the market shifted and the demands of ownership grew, he began looking for a partner who could provide a clear perpetuation plan, protect his clients for the long term, and let him get back to doing what he loves most: serving as an agent.

"What drew me in were my first conversations with Geoff Hatfield," said Jake Eby, owner of Aviza Insurance Agency. "For me, it came down to knowing I can continue to take care of my insureds now while also knowing someone will be there for them in the future whenever I decide to move on."

Following the acquisition, Aviza Insurance Agency clients will gain access to the expanded markets, technology, and back-office resources of a national platform, while the team continues the work of integrating into Inszone's systems and processes.

"Aviza Insurance Agency is exactly the kind of agency we are proud to welcome," said Chris Walters, CEO of Inszone Insurance Services. "An independent agency that has served its community for more than 60 years, with authentic expertise in farm and agribusiness insurance, does not come along every day. We are honored that Jake and his team trusted us to carry their work forward, and we are committed to serving their clients and supporting their people with the same dedication that built this agency."

About Inszone Insurance Services

Founded in 2002 and headquartered in Sacramento, California, Inszone Insurance Services is a full-service insurance brokerage firm offering a wide range of property and casualty, along with employee benefits solutions. Inszone continues to expand organically and through strategic acquisitions, now serving clients through offices in California, Arizona, Arkansas, Colorado, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Montana, Nebraska, Nevada, New Mexico, Oklahoma, Oregon, Pennsylvania, South Dakota, Texas, Utah, and Washington, with additional expansion planned nationwide. For more information about Inszone Insurance Services, visit www.inszoneinsurance.com.

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Industry: Insurance Professional Services

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