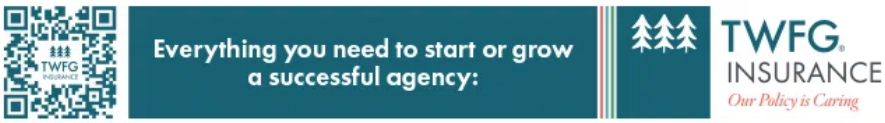


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SELTZER GROUP PARTNERS ACQUIRES TREGO INSURANCE AGENCY

August 19, 2026

The deal expands Seltzer's Pennsylvania operations and reestablishes a physical presence in Berks County.

Seltzer Group Partners has acquired Trego Insurance Agency, expanding its operations in Pennsylvania and adding commercial and personal lines expertise in Berks County.

Financial terms of the transaction were not disclosed in the Aug. 17 announcement from Keystone, where Seltzer is a Platform Partner.

Trego Insurance Agency was founded in 2020 as an independent agency. Led by principal Steve Trego, the firm serves individuals and businesses across Pennsylvania and several neighboring states. The agency offers commercial and personal insurance products and has built its business around local relationships and personalized service.

The acquisition gives Seltzer a physical location in Berks County, where it already serves an established client base. Trego's employees will join the broader Seltzer organization, bringing additional experience in both commercial and personal lines.

The two agencies had an existing relationship through Keystone. Trego became a Keystone Network Partner in 2020, while Seltzer has participated in the Keystone organization for decades.

"We're not leaving behind what made our agency successful," Trego said in the announcement. He added that the combination will give clients access to more products, services and support through Seltzer and Keystone.

John Campomizzi, chief operating officer at Seltzer Group Partners, said the agencies share a similar approach to client service and local relationships. He said Seltzer plans to bring the teams together while learning from Trego's experience in the market.

Seltzer Group Partners was founded in 1948 and provides insurance and risk-management services to individuals and businesses across Pennsylvania. The agency operates as part of Keystone's platform of independent insurance businesses.

The companies did not announce changes to Trego's leadership, staffing or client service arrangements beyond the agency joining Seltzer Group Partners.

Information for this article was provided by Keystone Agency Partners. 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.



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