King Risk Partners Broadens Mid-Atlantic Presence with Acquisition of Conover Beyer Associates Insurance

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PR Newswire

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GAINESVILLE, Fla., Sept. 3, 2026 /PRNewswire/ -- King Risk Partners, the 36th largest insurance brokerage in the United States, has announced the acquisition of Conover Beyer Associates Insurance, a longstanding independent insurance agency based in Manasquan, New Jersey. The partnership expands King Risk Partners' presence in the state and supports its continued strategy of aligning with established agencies that share its commitment to client service, industry expertise, and community relationships.



Founded in 1882, Conover Beyer Associates Insurance has served businesses, individuals, and families throughout New Jersey for more than 140 years. The family and veteran-owned agency provides a broad range of business and personal insurance solutions, employee benefits, commercial bonding, and risk management services. Its team also brings specialized experience in coastal exposures and the insurance needs of contractors, restaurants, manufacturers, and other businesses.

"Conover Beyer brings generations of industry knowledge and a strong understanding of the complex risks facing businesses, individuals, and families throughout New Jersey," said Scott Popilek, Chief Executive Officer of King Risk Partners. "By bringing our teams together, we are expanding our capabilities across commercial and personal insurance, employee benefits, and risk management while creating new opportunities to support clients throughout the Mid-Atlantic."

"For more than 140 years, our agency has grown by earning the trust of our clients and supporting them through every stage of their personal and professional lives," said Art Farren, Mike D'Altrui, and Laura Church, Partners of Conover Beyer Associates Insurance. "Joining King Risk Partners allows us to build on that foundation with expanded capabilities and additional resources for our team. Together, we look forward to creating new opportunities for our clients, employees, and communities."

About King Risk Partners

Headquartered in Gainesville, Florida, King Risk Partners is the 36th largest insurance brokerage in the U.S. With over 50 years of experience, the company offers a wide range of personal, commercial, and employee benefits insurance products and services designed to meet the diverse needs of individuals, families, and businesses. Known for its integrity, professionalism, and commitment to customer satisfaction, King Risk Partners continues to grow organically and through strategic acquisitions, expanding its presence across the Eastern and Southeastern United States and beyond. For more information, please visit www.king-insurance.com.

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