King Risk Partners adds 134-year-old Long Island coastal specialist

Norton and Siegel's waterfront expertise gives King Risk's New York network a South Shore anchor



MERGERS & ACQUISITIONS

By Mark Rosanes

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King Risk Partners has acquired Norton and Siegel, a 134-year-old agency based in Babylon Village on Long Island's South Shore. The deal adds a book built around flood, waterfront property, and specialized liability coverage to the Gainesville, Florida-based brokerage's growing New York network.

Norton and Siegel was founded in 1892. The agency has served individuals, families, and businesses across New York for generations.

Its coverage specializations are shaped by the South Shore's coastal exposure, where standard homeowners policies typically exclude flood and storm-surge damage. Specialist placement is a practical necessity for many clients in that market.

"For more than 130 years, our agency has remained focused on earning the confidence of our clients and helping them protect what matters most," said Aaron Stein, owner of Norton and Siegel. "Joining King Risk Partners allows us to build upon that legacy with access to additional resources, carrier relationships, and capabilities."

Financial terms were not disclosed.

A deliberate push into New York

Norton and Siegel is among the several New York acquisitions King Risk Partners has closed since mid-2025. Earlier deals brought in Stewart Agency in Elmira, Ten Eyck Group in Albany, PRL Associates in Endicott, and Intermarket Insurance Agency in Northport.

King Risk Partners completed 14 acquisitions across all markets in 2025, nearly double the eight it closed in 2024. The firm is backed by private equity investors Lightyear Capital and BHMS Investments.

The day before the Norton and Siegel announcement, King Risk Partners hired Colton Houseman as executive vice president of mergers and acquisitions, effective August 2026. Houseman brings more than a decade of deal-execution experience from a Fortune 500 investment bank and private equity firms. The appointment formalizes what the deal count already suggested: acquisition is a core operating function, not a periodic activity.

"The agency's broad capabilities, particularly in flood, waterfront property, and specialized liability coverage, strengthen our collective expertise and create opportunities to deliver greater value to clients," said Scott Popilek, CEO of King Risk Partners.

Lessons for coastal independents

For agency owners on Long Island and similar coastal markets, the Norton and Siegel transaction offers a concrete reference point. A 134-year-old agency with specialized coverage expertise attracted a buyer precisely because of that depth.

King Risk's Northeast acquisitions have consistently targeted agencies with established local relationships and defined coverage niches. Specialty books in hard-to-place coastal lines appear to hold their value in that selection process.

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