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RELIANCE GLOBAL GROUP SELLS SOUTHWESTERN MONTANA INSURANCE CENTER FOR $2.625 MILLION

September 15, 2026

Reliance Global Group has completed the sale of Southwestern Montana Insurance Center, a Montana-based full-service insurance agency, for $2.625 million in cash at closing plus a potential uncapped earnout.

The transaction closed on September 11, 2026, and was effective September 1. No Reliance shares were issued as part of the deal.

The $2.625 million purchase price was based on 8.75 times the agency's pro forma EBITDA of $300,000. Under the earnout agreement, Reliance could receive an additional payment equal to 8.75 times the amount by which the agency's EBITDA exceeds $300,000 for the 12 months ending August 31, 2027.

Reliance said the sale is part of a portfolio monetization strategy launched in 2025. The company has been selectively selling mature insurance agency operations as it shifts resources toward its technology-focused businesses.

Proceeds from the transaction are expected to strengthen Reliance's balance sheet, support repayment of term debt and provide additional capital for its proprietary AI platform, RELI Exchange, and other InsurTech initiatives.

The transaction is separate from Reliance's previously announced planned sale of Michigan-based Altruis Benefit Consulting.

Ezra Beyman, chairman and CEO of Reliance Global Group, said the Southwestern Montana sale reflects the company's strategy of unlocking value from mature agency assets and directing capital toward businesses it believes offer higher growth potential.

Beyman said the transaction also provides Reliance with additional financial flexibility as it continues investing in RELI Exchange and other technology initiatives.

The deal represents another step in Reliance's broader effort to reposition itself as a more technology-focused InsurTech company while reducing its ownership of non-core insurance agency operations.

Information for this article was provided by Reliance Global Group, Inc. 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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