Strategic Partnership Establishes an Insurance Distribution Platform for Growth Across North America

HAMILTON, ON — CREST Insurance Group ("CREST") and SIB Corp. ("SIB") today announced a partnership that will create a dynamic, independent insurance distribution platform serving clients across North America.

The partnership establishes a platform with more than $2.5 billion in gross written premium, over 2,000 employees, 500 carrier relationships, and more than 230 locations in Canada and the United States.

"This partnership brings together two growth-oriented organizations with a common belief that local expertise and entrepreneurial leadership remain the foundation of exceptional client service," said Ted Puccini, President & CEO of SIB.

"Our union is about building for the future," said Cody Ritchie, President & CEO of CREST. "Together, we are creating a platform that fosters local expertise while opening new opportunities for our employees, clients, and insurance partners."

"Scale creates opportunity," Puccini added. "This partnership strengthens our ability to attract talent, execute on an ambitious corporate development plan, invest in innovation, deepen carrier relationships, and deliver even greater value to our clients."

“Together, SIB and CREST are creating a platform built for the future: combining entrepreneurial leadership, local expertise, and North American reach. The partnership strengthens the organization’s ability to grow and deliver exceptional value across the continent,” noted Ritchie.

The combined organization will leverage deep market expertise, strong carrier relationships, and an expanding geographic footprint to enhance capabilities across commercial insurance, personal insurance, benefits, life, and specialty risk solutions across a broader North American footprint.

A special thank you to CIVC Partners and, specifically, Marc McManus for all his support and guidance in putting this partnership together.

The transaction is subject to the satisfaction of customary closing conditions and is expected to close in the fourth quarter of 2026.

About SIB

Headquartered in Hamilton, ON, SIB has established itself as one of Canada’s leading insurance brokerage platforms, providing individuals, businesses, and organizations with comprehensive personal, commercial, and benefits insurance solutions.

About Crest

Headquartered in Tucson, Arizona, CREST is a premier full-service brokerage firm providing comprehensive property, casualty, life, health, and employee benefits solutions through its brokerages and offices across Arizona, California, Colorado, Nevada, Texas, and Wyoming.

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