Alera Group Acquires Gordon Atlantic Insurance Agency

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Alera Group, a national employee benefits, property and casualty, retirement services and wealth management firm, announced today that it has acquired Gordon Atlantic Insurance Agency, effective October 1, 2020.

Located in Norwell, Massachusetts, Gordon Atlantic works with clients throughout the Northeast to meet personal and business insurance needs. Motivated by their motto of "Making Insurance Make Sense," the Gordon Atlantic team has helped clients throughout the region by creating custom insurance programs that provide both clarity and coverage.

"As we continue to grow in the Northeast, we are thrilled to have Gordon Atlantic as an Alera Group company," said Alan Levitz, CEO of Alera Group. "Their decades of industry expertise will be a valuable addition to our expanding presence in the greater Boston area. We are proud to welcome them to Alera Group."

"At Gordon Atlantic, we take great pride in providing our clients with the best possible insurance solutions for their needs. As an Alera Group company, we are strategically positioned to continue to grow and meet our clients' needs with industry-leading resources," said Geoffrey Gordon, Managing Partner of Gordan Atlantic. "We look forward to the collaborative future ahead as part of Alera Group."

Gordon Atlantic joins Alera Group through local firm Sylvia Group. The Gordon Atlantic team will continue serving clients in their existing roles. Terms of the transaction were not disclosed.

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About Alera Group

Based in Deerfield, IL, Alera Group's over 2,000 employees serve thousands of clients nationally in employee benefits, property and casualty, retirement services and wealth management. Alera Group is the 11th largest privately held firm in the country. For more information, visit www.aleragroup.com or follow Alera Group on Twitter: @AleraGroupUS.