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IMA Select Joins Forces with Colorado Insurance Advisors (CIA)

January 7, 2020

IMA Select and Colorado Insurance Advisors (CIA) announced it signed an agreement effective January 1, 2020 that will expand CIA's reach, while benefitting clients from both companies. Joining forces will create deeper relationships with carriers, a greater capacity to support technology and service investments, and new resources to expand client services.

"IMA Select has an aggressive growth strategy that includes partnering with firms that strategically and philosophically align with our organization. Our goal is to change the way people think about insurance through education, advocacy, and options. This risk management philosophy provides a different client experience. We strive to broaden our reach in our current markets, as well as to expand into markets close to our existing offices," says IMA Select President Brian Sandy. "As a leading Colorado company with a like-minded approach, CIA will help us achieve that goal. Just like IMA, CIA delivers the highest level of customer service and has created a collaborative, supportive workplace culture filled with committed, creative staff. This is a win-win for both of us."

"An important component of CIA's mission is to deliver best-in-class service to our clients and continually innovate," says Josh Fyhrie, one of CIA's founding partners. "Teaming up with IMA enables us to do both and expand our client base. As part of the IMA team, CIA will have access to critical resources and market intelligence. We will have a wider portfolio of services to offer existing clients and the bandwidth to cultivate new ones."

Sandy adds that this deal will further accelerate the double-digit growth for IMA Select and IMA's Colorado office. It also will allow both companies to expand employee expertise, client education, and community service in Northern Colorado.

About IMA Select: IMA Select is an insurance advisor for businesses and individuals. With more than 80 associates across the country, IMA Select educates and advises on safeguards for your workplace and your wealth. IMA Select is a member of IMA Financial Group, Inc., a diversified financial services company dedicated to protecting its clients' assets through insurance and wealth management solutions. The sixth largest independently owned broker in the country, IMA has created an award-winning culture that empowers its employees and attracts top tier talent.

About CIA: Colorado Insurance Advisors combine technology with authentic customer care principles to deliver a streamlined and meaningful client experience. The CIA team works with individuals, companies, and financial advisors to create custom risk management plans that support business operations and personal financial goals.

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