



Integrity Marketing's headquarters in Dallas. (Photo: Integrity Marketing)

Integrity Marketing has acquired the Health Insurance Store — a field marketing organization with nine stores in Florida.

Integrity Marketing is a Dallas-based insurance distributor. It has about 1,500 employees and relationships with 275,000 agents.

The Health Insurance Store is a Kissimmee, Florida-based company that sells Medicare plans and Medicaid plans through a network of about 800 independent agents.

(Related: [Integrity Marketing Acquires Assurance: Deals](#))

Those agents process about \$225 million in annualized premiums per year, according to Integrity Marketing.

Integrity Marketing is not saying how much it's paying for the Health Insurance Store, but it says Wes Fischer, the president of the Health Insurance Store, will become a managing partner at Integrity Marketing.

