

# Integrity Marketing Group Adds LifeSmart Senior Services to Portfolio of Partners



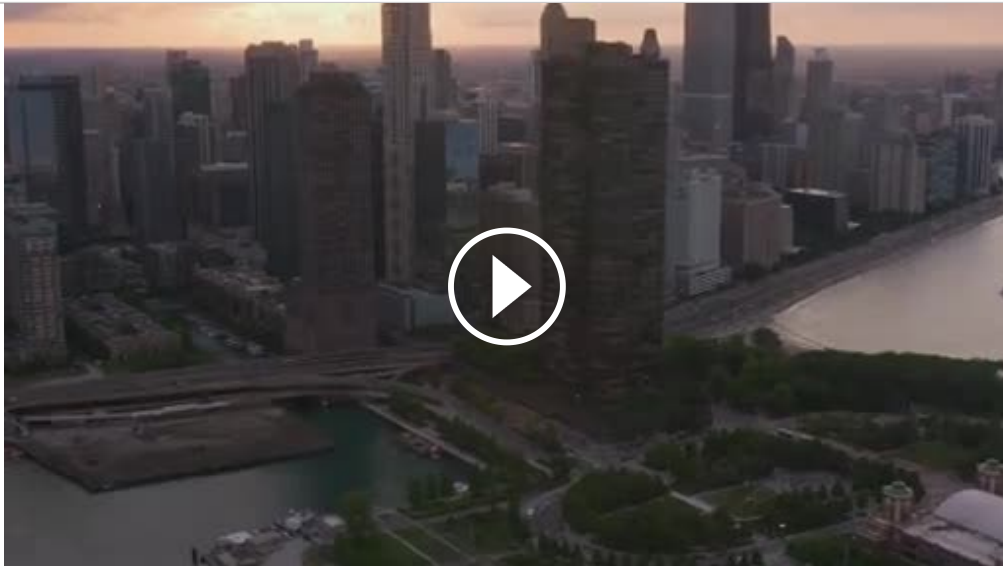
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**Integrity Marketing Group, LLC** →

Mar 10, 2020, 08:15 ET

DALLAS, March 10, 2020 /PRNewswire/ -- Integrity Marketing Group, LLC, ("Integrity") today announced it has acquired LifeSmart Senior Services, Inc. ("LifeSmart"), a Medicare marketing organization based in Chicago, Illinois. As part of the transaction, founder Richard Kozlowski will become an owner in Integrity. Financial details of the transaction were not disclosed.

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LifeSmart Senior Services is the newest addition to Integrity Marketing Group's family of companies.

For over 15 years, LifeSmart has made it their mission to help seniors in making informed choices about Medicare and life insurance products and services. Its experienced agents bring extensive knowledge about the changing Medicare marketplace and offer proprietary products and policy

options.

"The Kozlowskis have grown their business by becoming more than just experts in serving Seniors with their health and life insurance needs; their agents and clients view them as true advocates. This partnership with Integrity allows them the freedom to focus on deepening existing relationships and expanding their reach to new agents," said Bryan W. Adams, Co-founder & CEO of Integrity. "With additional resources available through the Integrity platform, LifeSmart gains a strategic advantage to continue its vigorous growth."

"We got into this business because we wanted to help people, and Integrity's values reflect that same commitment," said Richard Kozlowski, Principal at LifeSmart. "As an agency undergoing significant growth, we knew we needed support to reach our goals. Integrity's offerings provide LifeSmart access to the best resources in the industry and watching Integrity's explosive growth made it an easy choice for us to join the Integrity team."

The Integrity platform offers LifeSmart access to comprehensive support systems and partnership with the industry's leaders, enabling LifeSmart to maintain efforts on organic growth. LifeSmart will also leverage Integrity's world-class sales and marketing resources for strategic collaboration. In addition, LifeSmart employees will become immediately eligible to participate in Integrity's previously announced Employee Ownership Plan.

"We've known the partners at Integrity for many years and they have always made us feel like family," said Victoria Kozlowski, President of LifeSmart. "As a part of the Integrity family, our employees gain ownership in a much larger business, which is going to mean the world to them. This helps our family of agents, our employees and ultimately the customers we serve, which makes it a wonderful way to move forward."

"As owners in Integrity, Rich and Victoria have diversified their business, protected their family and keep running their business day-to-day. LifeSmart now has the support system from our Integrity shared services to remove the burden of IT, HR and accounting off their shoulders so they can scale the success they've experienced," said Tom Schueth, Co-founder and Managing Partner at Integrity. "This acquisition shows how powerful a partnership with Integrity can be to drive growth in today's competitive landscape."

For more information about LifeSmart's decision to partner with Integrity, view a video at:  
[www.integritymarketing.com/lifesmart](http://www.integritymarketing.com/lifesmart)

### **About Integrity Marketing Group**

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on serving Americans. Integrity develops exclusive products with insurance carrier partners and markets these products through its distribution network that includes other large insurance agencies throughout the country. Integrity's almost 1,000 employees work with over 250,000 independent agents who service over 5 million clients annually. In 2020, Integrity expects to help insurance carriers place \$2.5 billion in new premiums. Visit [www.integritymarketing.com](http://www.integritymarketing.com) for more information.

### **About LifeSmart Senior Services**

LifeSmart Senior Services is a Medicare marketing organization founded in 2005. The company serves as a source of knowledge and information about Medicare options and life insurance for the senior market. LifeSmart provides comprehensive benefit packages to seniors, including Medicare Supplemental, Medicare Advantage, hospital indemnity, final expense, dental and life insurance, across offices in Illinois and Indiana. Visit [www.medicarelifesmart.com](http://www.medicarelifesmart.com) for more information.

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