

Integrity Marketing Group Expands to Serve More Americans by Acquiring The Brokerage Resource

Fourth Generation Insurance Marketing Organization Chooses Integrity to Build on Family Legacy

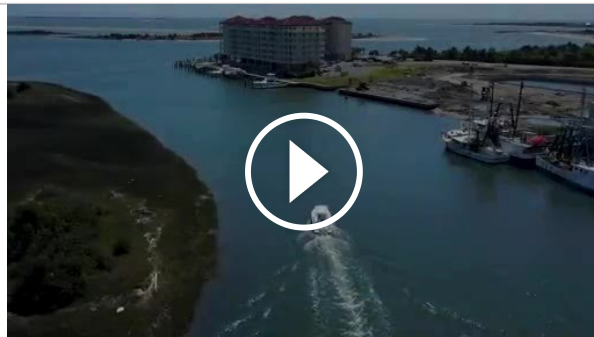


NEWS PROVIDED BY

Integrity Marketing Group, LLC →

Apr 14, 2020, 13:07 ET

DALLAS, April 14, 2020 /PRNewswire/ -- Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced it has acquired The Brokerage Resource, an insurance marketing organization headquartered in North Carolina. As part of the acquisition, Sam Corey, III, will become an owner in Integrity. Financial terms of the transaction were not disclosed.



Integrity Marketing Group has acquired The Brokerage Resource, an insurance marketing organization headquartered in North Carolina.

The Brokerage Resource is recognized for their knowledge and experience in the life and health insurance space. They are experts in the ever-changing senior healthcare marketplace and are a national leader in Medicare Supplement insurance. As such, they hold advisory positions on

numerous national committees. The Corey family has worked in every facet of the insurance business, from underwriting and knocking doors to administration and owning an insurance company.

"Across four generations, the Corey family has made a significant impact in the insurance industry, and we are honored to have been chosen as the platform of choice to help The Brokerage Resource's next phase of growth," said Bryan W. Adams, Co-founder and CEO of Integrity. "Integrity is excited to continue partnering with great companies such as The Brokerage Resource, enabling us to expand our footprint to serve more consumers who need our services now more than ever."

"By joining Integrity, The Brokerage Resource becomes part of an organization that is revolutionizing the industry, all while focusing on serving more Americans," said Sam Corey, III, President. "Once I sat down with the Integrity team, I was so excited to learn about economies of scale and the fact that I could run my own organization while benefiting from the resources available. It all made sense, and I knew that I had to be part of what was being built." Sam further explained, "We are a family business and now we get to be a part of a bigger family."

"In times like these, being part of a strong partnership with diversity and scale is more important than ever before. By joining Integrity, you're able to diversify and grow at a faster rate with more resources behind you," said Sam Corey, Jr., Founder of The Brokerage Resource. "We are so much stronger with Integrity than alone on an island as an individual agency."

The Brokerage Resource retains focus on strengthening its agent network spanning 50 states, all while building carrier relationships that take advantage of Integrity's best-in-class capabilities. This includes support in compliance, human resources, IT, marketing strategy, social media, operations, and access to exclusive products, including compliant electronic enrollment technology for Agents to use. All employees of The Brokerage Resource are immediately eligible for company ownership through Integrity's Employee Ownership Plan.

"The importance of a strong partnership and collaboration cannot be underestimated in today's world," said Raymond C. Richard, Managing Partner at Integrity and Co-founder of The Pinnacle Benefits Group. "As part of Integrity, The Brokerage Resource gains the ability to scale and diversify its product offerings, which leads to faster growth and greater breadth in the marketplace."

While experiencing triple-digit growth across the platform, Integrity plans to continue to expand their partnerships in the life and health insurance industry as well.

For more insightful details about why The Brokerage Resource chose to join Integrity, watch the video at: www.integritymarketing.com/tbrins

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. For more information, visit www.integritymarketing.com.

SOURCE Integrity Marketing Group, LLC

Related Links

<https://integritymarketing.com>