

# OneDigital Acquires RobinsonBush, Inc.

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## Acquisition Expands Legacy Footprint in Florida

ATLANTA, GA – July 20, 2020 – [OneDigital](#), the nation's leading employee benefits, strategic advisory firm, has acquired RobinsonBush, Inc., an independent employee benefits consulting firm, located in Orlando, Florida. This acquisition enhances the OneDigital footprint within Florida and adds to the overall company growth throughout the Southeast United States. Upon joining OneDigital, RobinsonBush customers will have access to expert teams from across a deep professional bench to bring the best possible benefits, HR and technology solutions to employers.

Led by John Robinson, CEBS and Jan Bush, CEBS, RobinsonBush, Inc., has been providing customers throughout Florida with continuous, full-service independent employee benefits consulting services for mid to large public and private sector employers and statewide employer coalitions. The RobinsonBush team prides themselves on competent and results-oriented services along with strong and lasting customer relationships.

“ We are excited to have John and Jan and their team join the OneDigital Florida operations. Besides being a great cultural fit, their reputation for unique market insights and approach to customer care aligns seamlessly with our vision. We look forward to supporting their continued growth and success.

*—Bruce Goin, Managing Principal, OneDigital Orlando*

"After meeting with the OneDigital team, we immediately felt we found the right partner with an aligned customer focus and the necessary expertise to enhance the services we currently provide," said RobinsonBush, Inc.'s President John Robinson. "With OneDigital's growing benefits and HR

resources and expertise, along with OneDigital's desire to continue operating RobinsonBush as an independent fee for service benefits consulting firm, we knew this partnership was the best decision on behalf of our staff and our clients."

OneDigital's comprehensive advisory services and market-leading solutions are offered in around 90 offices throughout the country, serving close to 50,000 customers. The firm has a well-established track record of doubling and tripling the size of operations in new markets and is seeking additional firms to join this team over the next 12-24 months.

## About OneDigital

OneDigital is the nation's leading strategic advisory firm, and the first employee benefits and retirement-only broker in the small and medium-sized business space. Through a holistic combination of health and benefits advising, workforce & HR consulting and retirement & wealth solutions, OneDigital's deeply experienced advisors offer a fresh thinking and strategic perspective that will unlock workplace potential and drive business results. Headquartered in Atlanta, OneDigital's more than 100 offices and 2,000 business strategists serve the needs of over 50,000 employers across the nation. OneDigital has been named to the Inc. 5000 List of America's fastest-growing companies every year since 2007, one of only 12 companies to do so. Currently listed as 18th on Business Insurance's list of 100 Largest U.S. Brokers, OneDigital's deep analytic abilities and experienced advisors deliver insights that reduce business risk and improve plan design and performance.

## About RobinsonBush, Inc.

RobinsonBush was founded in September 2001 and specializes solely in group employee benefits. RobinsonBush, located in downtown Orlando, Florida, provides continuous, full-service consulting services for mid to large size public and private sector employers and statewide employer coalitions. RobinsonBush works solely as independent professional consultants on behalf of employer groups and represents the best interests of our clients at all times.


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