



## **World Insurance Associates Acquires LIA Great Bend, Inc. (d/b/a Alliance Insurance Group)**

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TINTON FALLS, N.J.--(BUSINESS WIRE)--World Insurance Associates LLC ("WIA"), a Top 100 Insurance Agency, announced today that it acquired LIA Great Bend, Inc. (d/b/a Alliance Insurance Group) ("Alliance") of Salina, KS on November 1, 2020. Terms of the transaction were not disclosed.

Alliance is a full-service insurance agency that provides property and casualty ("P&C") insurance products including homeowners, personal automobile, workers' compensation and commercial package. Alliance has grown organically and through acquisitions (17 total) over the past ten years, currently operating out of 14 offices across Kansas and Oklahoma.

"I am proud of my team at Alliance for what we have been able to achieve over the past ten years. We have established ourselves as a regional P&C insurance agency serving the Midwest and southwest US, while never losing sight of the importance of our clients' needs and our commitment to excellent service. We are excited for our next chapter of growth working alongside WIA," said Cody Smith, CEO of Alliance.

"Under Cody's leadership, Alliance has achieved tremendous growth, both organically and through acquisitions," states Rich Eknoian, CEO and Co-Founder of WIA. "We are looking forward to supporting Alliance's growth by providing the resources necessary to grow its client base both organically and inorganically."

Giordano, Halleran & Ciesla provided legal counsel and Sica Fletcher advised WIA on the transaction. Clark, Mize & Linville provided legal counsel and INS Capital advised Alliance on the transaction. No other advisors, diligence firms, or legal counsel were disclosed.

### **About World Insurance Associates LLC**

World Insurance Associates LLC is headquartered in Tinton Falls, NJ, and is a nationally ranked, full-service insurance brokerage providing world-class asset and lifestyle protection with risk management, insurance, and benefit consulting services for individuals and businesses. Since its founding in 2012, WIA has completed 80 acquisitions and serves its customers from 72 offices in 15 states and Washington, DC. WIA has been named one of The Most Successful Companies in America by Inc. 5000, is a Top 100 P/C Agency by Insurance Journal and Business Insurance, and a five-time honoree by NJBIZ Fast 50. For more information, please visit [www.worldinsurance.com](http://www.worldinsurance.com).

## **Contacts**