

Press Kit

Integrity Marketing Group Acquires Polcyn Insurance



Polcyn Insurance Joins Forces with Integrity to Fuel Next Stage of Explosive Growth

Acquisition of dynamic IMO expands Integrity's life insurance sales offering while giving Polcyn Insurance access to industry-leading resources and technology

DALLAS – April 13, 2021 – Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced it has acquired Polcyn Insurance and Financial Services ("Polcyn Insurance"), an independent marketing organization ("IMO") based in Chandler, Arizona. As part of the transaction, Grady Polcyn, President of Polcyn Insurance, will become a Managing Partner of Integrity. Financial terms of the transaction were not disclosed.

Polcyn Insurance is a business that has achieved remarkable sales metrics since its inception, providing life insurance products through 6,000 agents nationwide. In 2020, the company helped more than 78,000 Americans secure their financial futures by placing over \$30 million in annual paid premium. As a company, their devotion and focused determination has them on pace to provide more than \$75 million in annual paid premium during 2021, representing more than 150% year-over-year organic growth.

"Grady is another young and emerging leader that has chosen to join Integrity to take his company to the next level. His drive and passion are the epitome of our nationwide team of Integrity partners who are changing the industry for all stakeholders," shared Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. "His business has been growing rapidly and with Integrity's cutting-edge resources behind him, Grady will experience the 'Integrity Effect' of additional explosive growth. He is a true leader, and I can't wait to be part of all he will accomplish going forward in helping even more families."

"It is exciting beyond belief to call myself a partner with so many industry icons who have walked this path of incredible growth," said Grady Polcyn, President of Polcyn Insurance. "Being able to utilize Integrity's full support system offers so much peace of mind, from the technology platform and tools to the business resources that support my staff. Because of this partnership, I can continue to do what I do best — help agents become the greatest versions of themselves and protect hardworking American families every day."

Polcyn Insurance will leverage Integrity's comprehensive platform, which includes proprietary technology only available to partners. Integrity's business services and infrastructure include CRM, data solutions, agency management software, product development, IT, human resources and marketing support. Partners can further facilitate growth by collaborating with industry legends who are part of Integrity's fast-growing partner network. In addition, Polcyn Insurance employees will now receive meaningful company ownership through the [Integrity Employee Ownership Plan](#).

"Grady is so unbelievably passionate about helping others win, which is a value we share at Integrity," explained Shawn Meaike, Managing Partner at Integrity and President of Family First Life. "He is a great example to other agents and agency builders of the payoffs that hard work and commitment can bring. The Polcyn Insurance team is ambitious and youthful — the momentum they bring will further energize the Integrity family."

“Grady is a natural leader and a selfless team player,” said Andrew Taylor, Managing Partner at Integrity and President of Taylor Financial. “This partnership allows him to benefit from Integrity’s technology and marketing resources while he grows and supports his team. I’m thrilled to have him join Integrity as we transform the insurance experience.”

For more information about Polcyn Insurance’s partnership with Integrity, view a video at www.integritymarketing.com/PolcynInsurance.

About Integrity Marketing Group

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on meeting Americans wherever they are — in person, over the phone and online. Integrity is innovating insurance by developing cutting-edge technology designed to simplify and streamline the health care experience for everyone. In addition, 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 5,500 employees work with over 345,000 independent agents who service more than seven million clients annually. In 2021, Integrity expects to help insurance carriers place over \$7 billion in new premium. For more information, visit www.integritymarketing.com.

About Polcyn Insurance and Financial Services

Polcyn Insurance and Financial Services, also known as Family First Life America, is a leading insurance agency headquartered in Chandler, Arizona. They specialize in final expense life insurance, mortgage protection, fixed indexed annuities and Medicare supplements. Polcyn Insurance prides itself on empowering agents across the country to attain great success with top compensation, vested renewals, diverse product lines, innovative lead options and superior sales training. Polcyn Insurance’s more than 6,000 agents served over 78,000 clients in 2020, placing more than \$30 million in paid premium. For more information, visit www.familyfirstlifeamerica.com.

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Bryan W. Adams

Co-Founder & CEO



Bryan is the Co-Founder and Chief Executive Officer for Integrity Marketing Group and leads the day-to-day operations of the company. Bryan also serves on the Board of Directors of Integrity.

Bryan is the founder of Legacy Safeguard, LLC a company dedicated with helping members leave a lasting legacy and being remembered long after they're gone. Bryan is considered one of the nation's leading experts in the senior market and speaks frequently across the country about the importance of helping families on one of the most difficult days of their lives. He consults with leading insurance companies to help them offer the best products to this market.

Prior to founding Integrity, Bryan was Vice President of Business Development at Directors Investment Group, Inc., a financial services company that operates several life insurance companies, a registered investment advisory firm, bank holding company and a mutual fund family. Advancing through a series of leadership roles in sales, marketing and product development, Bryan became the youngest Vice President in the company's history, where he oversaw all expansion efforts throughout the United States.

Bryan has a degree in Business Administration from Texas Tech University. Bryan and his family live in Highland Village, Texas.

Grady Polcyn

Managing Partner



Grady Polcyn is President of Polcyn Insurance and Financial Services, also known as Family First Life America, and a Managing Partner of Integrity Marketing Group.

Before founding Polcyn Insurance, Grady had a successful career building software to help automate marketing and lead generation efforts. However, he knew there had to be a better opportunity out there to achieve the kind of success he was seeking.

In 2018, Grady got his start in the insurance industry and quickly found success as a producer. Although he was progressing personally, he wasn't satisfied knowing that there were other people who didn't know about the lifestyle and satisfaction the insurance industry can provide if you are willing to put in the work. That's when Grady decided to form his own agency and hasn't slowed down since. Grady is committed to sharing what he's learned and enjoys focusing on supporting and teaching others to scale their own agencies.

Grady lives in Chandler, Arizona, with his wife and four children who are the pride and joy of his life.



