

# Press Kit

Integrity Marketing Group Acquires The Cornerstone Group



## The Cornerstone Group Joins Integrity to Access Additional Resources to Increase Growth and Serve More Americans

Acquisition will provide access to state-of-the-art resources and proprietary technology

**DALLAS – May 11, 2021** – Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced it has acquired The Cornerstone Group, a rapidly growing independent marketing organization (IMO) based in Wake Forest, North Carolina. As part of the transaction, The Cornerstone Group Owner and CEO John Kight will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

John Kight, together with his wife, Kim, founded The Cornerstone Group with the vision to help agents find the financial freedom and fulfillment that personally drew them to the insurance industry. Their relationship-focused approach to insurance has allowed John and Kim to work with agents in helping thousands of Americans find the best life insurance and annuity products for their needs. In 2021, The Cornerstone Group will produce more than \$35 million in annual paid premium.

“By bringing strong companies and leaders together, we are building a platform positioned to provide more value to agents and carriers — and that helps us serve more Americans with their insurance needs,” said Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. “John Kight is one of the most inspirational leaders in the insurance industry. I’ve watched him recruit and train some of the best in our business over the past decade, and I’m honored to now call him a partner.”

As an Integrity partner, The Cornerstone Group will gain access to Integrity’s exclusive product development, as well as data and reporting tools that will empower them to grow their organization even faster and with greater scale. Centralized business functions like human resources, accounting, IT, compliance, legal and a full-service marketing suite give teams the bandwidth to focus their energies on areas of greatest impact. The Cornerstone Group also joins Integrity’s rapidly expanding partner network, where they can access advice, strategy and innovative solutions.

“When we first heard about Integrity’s vision for the insurance industry, it felt like we had been working toward this partnership our whole lives,” said John Kight, Owner and CEO of The Cornerstone Group. “Not only will Integrity’s resources give us support to maximize our growth, but each Integrity partner brings a level of excellence that will have a direct impact on our business.”

The Cornerstone Group will be able to utilize the preeminent skill sets of fellow Integrity partners and industry leaders. They include [CSG Actuarial](#), [ThomasARTS](#), [Deft Research](#), [Access Capital](#), [Brokers International](#) and [Insurance Administrative Solutions](#)’ third-party administrator, as well as [Connexion Point](#) and [SeniorCare Benefits](#) call centers.

“Integrity is innovating the insurance industry and making it easier for more Americans to get better insurance than ever before,” added Kim Kight, Owner of The Cornerstone Group. “We’re excited to be a part of those efforts and to see where our partnership with Integrity goes — this will certainly change our future.”

“The Kight family has already built a remarkable company on a foundation of hard work and high standards,” continued Adams. “At Integrity, we believe in the same approach to finding success, which is part of what makes this partnership a seamless fit for our team. We know that The Cornerstone Group’s focus is on their agents. Now, with Integrity’s array of resources and support, their agents will be better positioned for success.”

Additionally, The Cornerstone Group employees will gain meaningful company ownership through the [Integrity Employee Ownership Plan](#).

“We put great importance on being able to take care of our entire team — they are like family to us,” continued John Kight. “I was thrilled to learn that Integrity treats their staff and partners the same way. The opportunity for our employees to take part in Integrity’s Employee Ownership Plan is a significant demonstration of Integrity’s commitment to their core values and a testament to the good work they do.”

For more information about The Cornerstone Group’s partnership with Integrity, view a video at [www.integritymarketing.com/CornerstoneGroup](http://www.integritymarketing.com/CornerstoneGroup).

#### 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 healthcare 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](http://www.integritymarketing.com).

#### About The Cornerstone Group

The Cornerstone Group, headquartered in Wake Forest, North Carolina, has created positive insurance experiences by prioritizing agent success and well-being. John and Kim Kight have found success helping to protect thousands of Americans with life insurance and annuity products. Through partnerships with the industry’s best carriers, The Cornerstone Group has a portfolio of products that gives agents the ability to provide much needed protection to families across America. In 2021, the organization will produce more than \$35 million in annual paid premium. For more information, visit [www.johnkight.com](http://www.johnkight.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.



# John Kight

Managing Partner



John Kight is Founder and CEO of The Cornerstone Group and a Managing Partner with Integrity Marketing Group.

When faced with the tall task of restarting his career, John relied on his long-time relationship and trust with industry leader, Barry Clarkson. Joining Equis Financial, an Integrity partner, proved to be a wise choice as it was the catalyst for building his own agency that has grown and protects thousands of lives.

John's dream is to use the incredible platform at Integrity to assist goal-driven agents and employees who would do anything to look in the mirror and see someone who is making a difference in the world!

John lives in Wake Forest, North Carolina, with his wife, Kim, who is also a Founder of The Cornerstone Group and his biggest supporter. Together, they are the proud parents of Emily Claire, John Kight II and their new pup, Gracie Belle.





