

Press Kit

Integrity Marketing Group Acquisition of Heartland Retirement Group



Heartland Retirement Group Becomes Latest to Join Fast-Growing Integrity Marketing Group

Integrity expands its national footprint with the acquisition of Iowa-based Heartland in effort to provide protection resources to more Americans

DALLAS (July 29, 2020) Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced the acquisition of Heartland Retirement Group (“Heartland”), an insurance marketing organization based in Iowa. As part of the transaction, Heartland’s CEO, Tyler Lainson, will become an owner in Integrity. Financial terms of the deal were not disclosed.

Founded in 2009, Heartland is a full-service insurance marketing organization that has risen to become a leader in the senior insurance market with career-focused agents in four regional locations across the Midwest. Heartland provides Medicare Supplement plans, Medicare Advantage, final expense insurance, traditional life insurance, annuities, prescription drug plans and other retirement solutions. In 2020, Heartland expects to issue more than \$50 million in paid premiums, allowing them to serve 40,000 American families.

“Heartland’s dynamic leadership and strong core values made it a natural fit for the Integrity family,” said Bryan W. Adams, Co-Founder and CEO of Integrity. “Tyler understands how to keep his team energized for growth in a competitive marketplace. Integrity’s resources will provide the traction that will drive their growth to even greater heights!”

“Heartland’s vision from day one has been to be an organization for agents, built by agents. As we look to the future, we want to do even more for our team, and Integrity was a natural fit to help us get to the next level,” said Tyler Lainson, CEO of Heartland. “As a part of

Integrity, we can achieve so much more while our focus remains the same: Have fun, work hard and help people.”

Joining Integrity gives Heartland direct access to robust infrastructure and support systems, as well as industry-leading sales, marketing and social media resources. Heartland leaders know this partnership will allow them to put more of their focus on the company’s recruiting and agent service.

“This is a partnership where everybody wins,” said Jim Sweeney, Managing Partner of Integrity and Co-Founder of American Senior Benefits. “Heartland brings a proven, successful model fueled by unbridled enthusiasm, while Integrity brings the infrastructure, training and mentorship that will elevate Heartland’s growth to new heights. We’re stronger together.”

In addition, Heartland’s employees will become immediately eligible to participate in [Integrity’s Employee Ownership Plan](#), which provides meaningful ownership to all Integrity employees.

“We have always wanted to do the right thing for the right reasons,” said Tyler Lainson, CEO of Heartland. “And partnering with Integrity allows us to not only do the right thing for our agents, but now our employees are rewarded with company ownership! We are thrilled that

Integrity recognizes the hard work it takes to build an agency and even more impressed that they show it by sharing their success with all their employees.”

“Adding Heartland as an Integrity partner further shows that talented, ambitious individuals such as Tyler and his team recognize the value Integrity provides to drive their business forward,” said Steve Young, Chairman of the Board of Integrity. “We know Heartland will be an energetic, vibrant addition to the Integrity brand and we’re definitely a better team with them on the roster.”

Watch the following video to gain insight into Heartland’s passion for serving more Americans and their decision to partner with Integrity: integritymarketing.com/heartland.

[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 1,200 employees work with over 275,000 independent agents who service more than 5 million clients. In 2020, Integrity expects to help insurance carriers place \$3 billion in new premium. Visit integritymarketing.com for more information.

[About Heartland Retirement Group](#)

Heartland Retirement Group is a leading provider of health, life and final expense insurance, as well as retirement planning. Headquartered in Des Moines, Iowa, Heartland serves senior Americans through a network of dedicated agents, managers and advisers across four Midwest locations. Visit yourhrg.com for more information.

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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.

Tyler Lainson

Managing Partner



Tyler Lainson is the owner and founder of Heartland Retirement Group and a Managing Partner at Integrity Marketing Group.

Tyler started in the insurance industry with Bankers Life and Casualty in 2000. He quickly moved up the ranks and became one of the top Unit Sales Managers in the company. In 2009, he partnered with American Senior Benefits and a few short years later founded Heartland Retirement Group. Over the past several years, Heartland Retirement Group has grown to partner with 100+ captive agents, managers and advisors. They added additional branch sales offices in Colorado, Minnesota and South Dakota.

Heartland's primary focus is helping retirees with all their insurance needs, from health to wealth. They are proud to work with some of the most competitive carriers in the industry to make sure the client always wins.

Tyler and his wife, Angela, reside in Johnston, Iowa, with their four children. Tyler enjoys watching his kids' activities and sports, traveling and spending time with his family.





Our vision was to be an agency built by agents, for agents. Working with Integrity helps catapult us to the next level, allowing us to offer agents more tools than ever before.

Tyler Lainson (Managing Partner)
Founder & CEO, Heartland Retirement Group



Partnering with Integrity is a strategic alliance that aligns us with a team of outstanding leaders and industry role models.

Tyler Lainson (Managing Partner)
Founder & CEO, Heartland Retirement Group



Tyler built a dynamic organization from the ground up. Now that they have joined the Integrity platform, there is no limit to their potential growth.

Bryan W. Adams
Co-Founder & CEO, Integrity Marketing Group



Heartland is one of the most impressive groups we've ever partnered with. Tyler has put together an incredible team that continues to be a dynamic force in the industry.

Bryan W. Adams
Co-Founder & CEO, Integrity Marketing Group



Tyler has developed a powerhouse agency by always putting people first. His team is the cream of the crop, all-stars in the industry — I'm excited to now call them partners.

Clay LeGeyt (Managing Partner)
Co-Founder, American Senior Benefits



For more than 20 years, I've watched Tyler in the industry. No one works harder or develops people better than Tyler — if you want to talk about passion, he's got it.

Ryan Schaaake (Managing Partner)
Founder, Senior Solutions