

# Press Kit

Integrity Marketing Group Acquisition of McClain Insurance



## Integrity Marketing Group Expands on the West Coast with Acquisition of McClain Insurance

Latest partnership increases West Coast presence and accelerates Integrity's ability to serve more American families with their insurance needs

**DALLAS** (July 14, 2020) Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, announced today its acquisition of McClain Insurance, headquartered in southern California. Paul McClain, President of McClain Insurance ("McClain"), will continue to lead the business while also becoming a Managing Partner at Integrity. McClain is an independently owned affiliate of Integrity platform partner Family First Life ("FFL") and is one of the most successful marketing partners for FFL. Financial terms of the deal were not disclosed.

McClain entered the insurance industry when he was only 18 years old and has proven his leadership and coaching abilities by growing McClain Insurance from its humble beginnings into the powerhouse that it is now. Over the last decade, McClain has expanded their reach to 1,600 career agents serving more than 55,000 clients. In 2020, McClain Insurance expects to issue more than \$55 million in paid premium.

"Integrity believes in investing in dynamic leaders, which is why we are excited to welcome Paul to the Integrity family," said Bryan W. Adams, Co-Founder and CEO of Integrity. "What Paul and his team have built is incredibly impressive, and we believe that they're just getting started. They are one of the fastest growing businesses in the insurance industry, and our partnership will accelerate their growth and allow them to serve even more Americans."

"Partnering with Integrity feels like I'm standing on the shoulders of giants, this is the ultimate mastermind group of industry legends," said Paul McClain, President of McClain

Insurance. "My business has surpassed sales records each and every year because of the team we have built. Integrity is proving to be a catalyst for leveraging growth and I can't wait to take part in what many call the 'Integrity Effect,' where successful businesses take a huge leap forward after joining the Integrity platform."

McClain Insurance becomes the latest in a long list of successful insurance marketing and distribution companies to benefit from Integrity's extensive infrastructure and platform of resources and services. The new partnership will enable McClain to streamline its business functions with advertising, human resources, IT, lead generation, compliance and other areas of operational support. In addition, McClain will have access to industry-leading sales and marketing systems, as well as a diverse range of exclusive products that are only available to Integrity partners.

"Paul is one of the best recruiters and sales trainers in the business, and now that he has access to the resources, infrastructure, additional leads, products and collaboration that Integrity brings to the table, there is no ceiling to the success that he can attain," said Shawn Meaike, Founder and President of Family First Life and a Managing Partner at Integrity.

"Because of the time that is freed by this partnership, I'm able to spend more of my energy focused on the areas of biggest impact and what I love to do, serving and training agents," said McClain. "My goal is to empower agents and agencies to create a legacy that can last for generations."

One of the most valuable benefits that comes with Integrity partnership is access to a one-of-a-kind [Employee Ownership Program](#), designed to give back and truly align employees who are working hard to build the business, and not just the leadership at the top.

“I’m so honored to partner with Integrity, however I’m most proud that my employees are able to gain ownership in a much larger company with me,” said McClain. “I’ve always desired to give as much value as I possibly could back to my employees and because of this partnership, I have the chance to make a significant difference in the lives of those I work with every day.”

“Many of the companies in the Integrity family have been built over generations,” said Steve Young, Chairman of the Board of Integrity. “But what we hope to do is help more leaders like Paul create impact that will last for generations to come. With the resources of an Integrity partnership, our partners are given the gift of more time to do what they do best, and in turn, they experience exponential growth that could come in no other way. We welcome McClain Insurance to the Integrity family and can’t wait to see what we can do together.”

For more information about Integrity’s acquisition of McClain Insurance and to view the announcement video, please visit [integritymarketing.com/mcclaininsurance](https://integritymarketing.com/mcclaininsurance).

#### [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 almost 1,200 employees work with more than 270,000 independent agents who service over 5 million clients annually. In 2020, Integrity expects to help insurance carriers place more than \$3 billion in new premium. For more information, visit [integritymarketing.com](https://integritymarketing.com).

#### [About McClain Insurance](#)

McClain Insurance, also known as Family First Life West Coast, is a leading insurance agency in the financial services industry headquartered in southern California. They specialize in final expense life insurance, mortgage protection, fixed indexed annuities and Medicare supplement. McClain Insurance prides itself in empowering agents across the country to attain great success with top compensation, vested renewals, diverse product lines, innovative lead options and superior sales training. McClain’s more than 1,600 career agents expect to serve over 55,000 clients in 2020, placing more than \$55 million in paid premium. For more information, visit [fflwestcoast.com](https://fflwestcoast.com).

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# Bryan W. Adams

Co-Founder, CEO

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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.

# Paul McClain

Managing Partner

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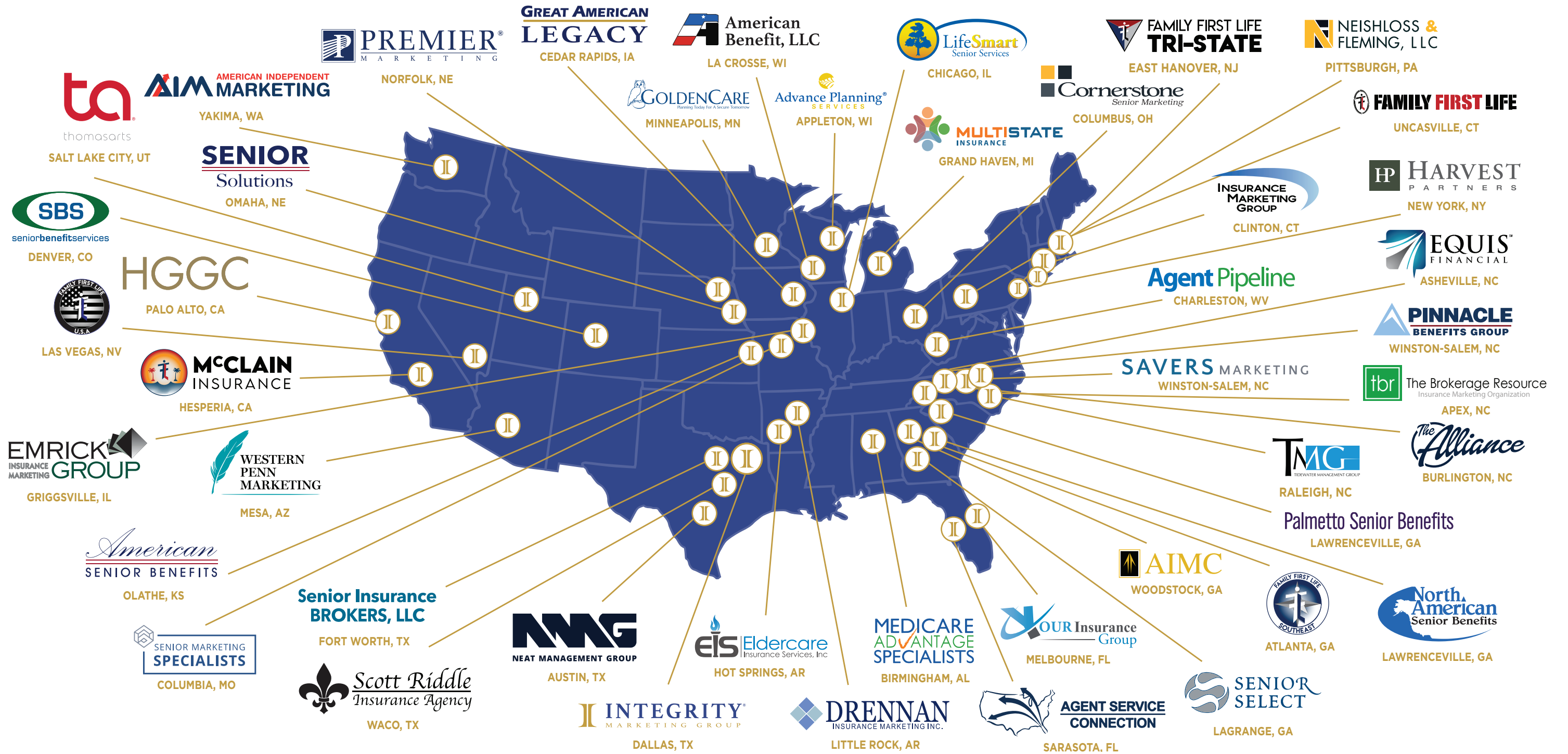


Paul is the President and owner of McClain Insurance, also known as Family First Life West Coast, and a Managing Partner at Integrity Marketing Group. He also serves as a First Family Life Council Member.

In 2007, as a freshman in college, Paul was pumping septic tanks for a living. Wanting a career with more opportunity, he discovered the insurance industry and quickly became a student of the business. With his relentless work ethic, he became a top ten producer for ten consecutive years.

Paul is known for his positive attitude and his dedication to leadership development. He is passionate about serving others in their pursuit to seek excellence in the insurance industry. As an Integrity partner, he is committed to supporting agents throughout the country by providing training on best-practices for more effective sales and long-term business growth.

Paul resides in Spring Valley Lake, California, with his wife, Natasha, and their four daughters.





To say I'm honored and grateful to join Integrity is an understatement. Now that I'm able to lock arms with Integrity partners who are all big thinkers, it's going to take my business to a whole new league.

— Paul McClain (Managing Partner)  
*President of McClain Insurance*



It is amazing to see what Paul was able to accomplish on his own. I'm excited to see what he can do with the resources and capital of Integrity supporting his growth. There's no limit to what he can achieve.

— Bryan W. Adams  
*Co-Founder and CEO of Integrity Marketing Group*



Paul is one of the hardest working men I know. He's always positive and really cares about those he serves. Having him join the team is a huge win for all of Integrity.

— Marc Meade (Managing Partner)  
*President of Tri-State Financial*



We are all going to work harder now that Paul is an Integrity partner. He's a model of consistency and is a phenomenal asset to the team.

— Shawn Meaike (Managing Partner)  
*Founder and CEO of Family First Life*



Paul becoming a partner is a big win for Integrity. Now we get to work together, and I can't imagine what we can do with everyone's interests 100% aligned.

— Andrew Taylor (Managing Partner)  
*VP of Family First Life*



When you are around Paul, you just feel better. His attitude is phenomenal and it makes you want to work harder with him.

— Mike Killimett (Managing Partner)  
*Owner of FFL Southeast*