

Press Kit

Integrity Marketing Group Acquires Agent Force



August 4, 2020



Rapid Growing Agent Force Joins Integrity Marketing Group to Accelerate Expansion

Agent Force will leverage Integrity Marketing Group's industry-leading platform to drive significant growth in exciting new partnership

DALLAS (August 4, 2020) Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced the acquisition of Agent Force, an insurance marketing organization (IMO) headquartered in Kennesaw, Georgia. Agent Force is an independently owned affiliate and longtime marketing partner of Family First Life ("FFL"), an Integrity platform partner. As part of the acquisition, John Wetmore, President of Agent Force and a Family First Life Board Member, will become an owner in Integrity. Financial terms of the deal were not disclosed.

As IMOs navigate their expansive future, the advanced resources offered by Integrity's platform have become even more important to facilitate growth. Agent Force will utilize Integrity's best-in-class services and infrastructure for business functions such as accounting, human resources, product development and marketing. The organization also gains access to best practices refined by industry legends who are part of the Integrity partner network. In addition, Agent Force employees are eligible for meaningful company ownership through Integrity's [Employee Ownership Program](#).

"John took a leap of faith by changing careers to the insurance industry seven years ago and he put in the hard work and sacrifice to build one of the fastest growing agencies in the country," said Bryan W. Adams, Co-Founder and CEO of Integrity. "Now he will benefit from Integrity's understanding of the resources IMOs need

to reach new heights. We are proud to have Agent Force on board and we are confident the Integrity platform will continue their rapid growth trajectory."

"An Integrity partnership means we become part of a bigger team with the same mission," said John Wetmore. "I've always told my agents, 'If we're all rowing the boat in the same direction, the boat moves straighter.' As an Integrity partner, it's like we are now on a massive ship. We can go more places, get there faster and bring more people with us. A partnership with Integrity is an incredible reward for our hard work thus far and we have many more milestones ahead of us."

This partnership is the most recent of Integrity's prolific acquisitions over the past several years. Agent Force has been providing health and life insurance options for Americans since 2013 with significant growth each year. This year, Agent Force expects to produce \$60 million of annualized paid premium while serving 60,000 Americans annually.

"There is no doubt that John has what it takes to succeed in the insurance industry, but he recognized there is only so far Agent Force could take its business on its own," said Shawn Meaie, Managing Partner of Integrity and President of Family First Life. "As an Integrity partner, Agent Force can scale its product offering and focus on growth while learning from the best minds in the industry. It's an exciting move for John and his team and we welcome them to the Integrity family."

“Integrity’s mission is to make families’ lives more secure by providing them the right insurance products for their needs,” said Steve Young, Chairman of the Board of Integrity. “We are eager to continue delivering on that promise with Agent Force on our team. Together, we can support Agent Force’s rapid growth and ultimately benefit more Americans.”

For more information about Integrity’s acquisition of Agent Force, view a video and read the full press release at integritymarketing.com/agentforce.

[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 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.

[About Agent Force](#)

Family First Life Agent Force is located in Kennesaw, Georgia. Their focus is providing all the resources needed for their agents to obtain the success level they want to achieve, not only by selling insurance but also the ability to build their own agencies. They are proud to offer their more than 1,000 agents a proven system for success. In 2020, their agents plan to help more than 60,000 families and they are positioned to surpass \$60 million in annual premium.

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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 Wetmore

Managing Partner

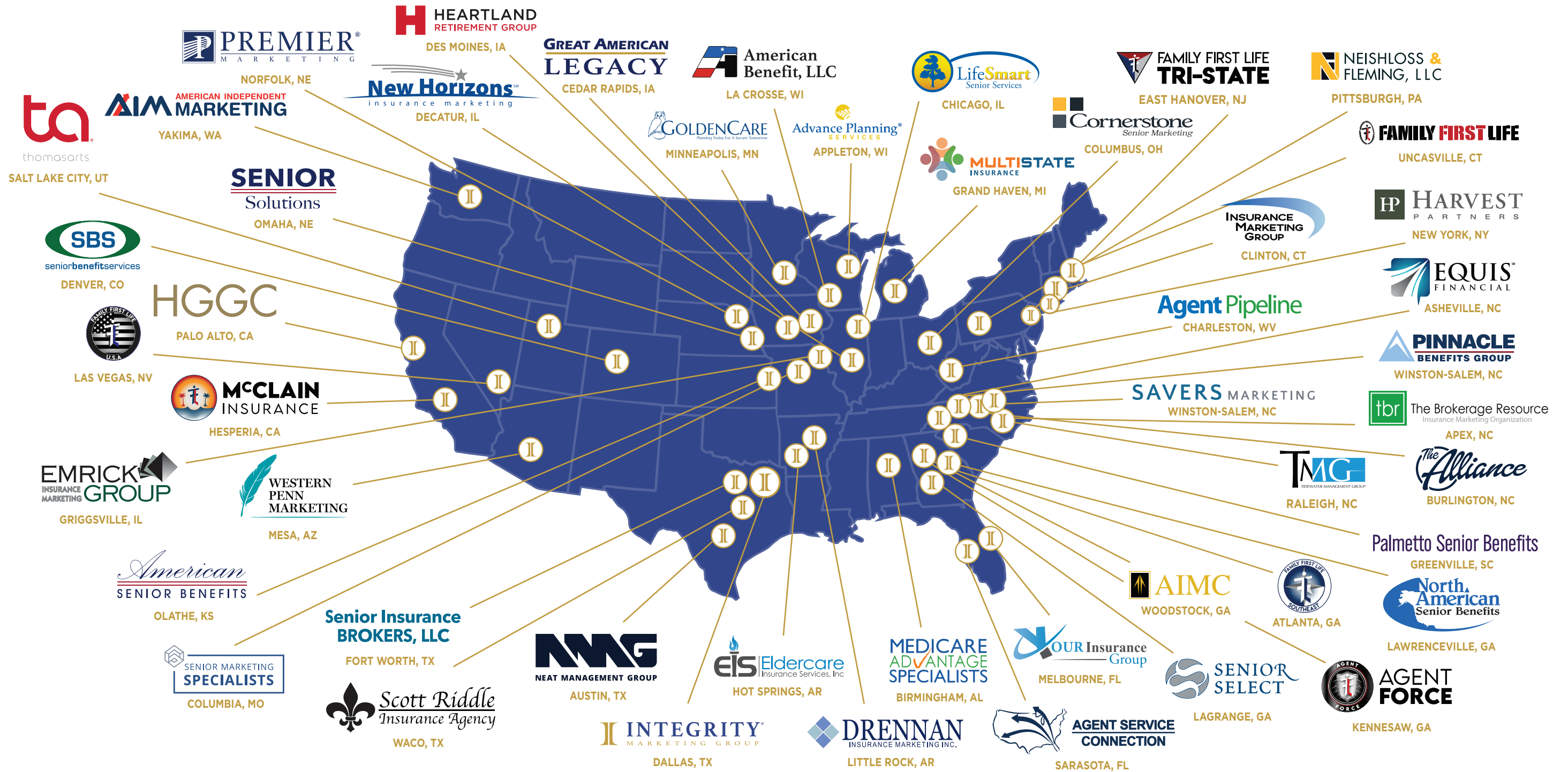


John is a Managing Partner with Integrity Marketing Group, as well as Executive Board Member with Family First Life Agent Force, where he leads and mentors actively growing producers and agencies across the country.

Up until 2013, he was an accountant crunching numbers, before getting into insurance and building a nationally acclaimed agency.

John's passion is mentoring agents and pushing them out of their comfort zone, allowing them to become the producers and business owners they strive to be. In doing this, his agency will surpass \$100 million in total issue paid premium by the end of 2020 in aggregate. Seeing other agents succeed and tap into their potential is what is most rewarding to John. His mantra says a lot about his heart: "I believe in helping as many people as possible get everything they've ever wanted in life. With the right partnership and mentorship, anyone can succeed beyond their wildest dreams."

John received a degree from Southern New Hampshire University for Accounting & Finance. When he is not mentoring agents, he is spending time with his family at his home in Dallas, GA.





The growth we are seeing is amazing and it's about to increase exponentially with the resources that Integrity provides — we couldn't be more excited.

John Wetmore (Managing Partner)
President, Agent Force



Agent Force is a true American success story. They are one of the fastest growing companies in our industry and with Integrity it's about to accelerate even more.

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



With John as an Integrity partner, we are going to see remarkable growth. He figures out what works and then duplicates it to massive levels of success.

Shawn Meaike (Managing Partner)
Founder & President, Family First Life



I can say that John is one of the hardest working leaders I've ever known — he is system driven and understands better than anyone how to make them work for growth.

Mike Killimett (Managing Partner)
President, Family First Life Southeast



For the past seven years, John has been a mentor and a partner, always willing to share what he's learned — our business is stronger because of him.

Andrew Taylor (Managing Partner)
President, Family First Life USA



John is a consummate professional and is selfless in his dedication to the business. As an Integrity partner, he is the perfect combination of hungry and humble.

Marc Meade (Managing Partner)
President, Tri-State Financial



When you watch John, you will see a servant heart that works with gratitude and joy. He empowers agents to take action and work harder — he's changed the business for the better.

Paul McClain (Managing Partner)
President, McClain Insurance