

Press Kit

Integrity Marketing Group Acquires Advanced Market Sales



**ADVANCED
MARKET SALES**



Integrity Welcomes Advanced Market Sales to Enhance Retirement Planning Offerings

Partnership provides AMS with technology and distribution solutions to drive greater success

DALLAS (October 14, 2020) Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced its acquisition of Advanced Market Sales (“AMS”), an independent insurance marketing organization based in Coeur d’Alene, Idaho. Sean Ruggiero, President of AMS, will continue to lead his organization while also becoming a Managing Partner at Integrity. Financial terms of the transaction were not disclosed.

Ruggiero entered the insurance industry in 2003 after seeing how many Americans struggle to prepare for retirement. Today, his company trains, mentors and provides more than 20,000 agents with a turn-key system for financial planning including annuities and life insurance.

“What makes AMS unique is their focus on comprehensive retirement planning,” shared Bryan W. Adams, Co-Founder and CEO of Integrity. “By partnering with Integrity, our 275,000 agents can scale this approach and provide even more Americans with secure plans for their financial futures. We’ll take the immense success AMS is already having and amplify it to a magnitude they couldn’t achieve on their own.”

“Joining forces with Integrity takes what we’re already doing and increases it tenfold by putting best-in-class resources at our disposal,” said Ruggiero. “I’ve learned that you have to surround yourself with great teammates in order to get to that next level. I still have so much I want to achieve, and I have no doubt Integrity is the catalyst to magnify every aspect of our business.”

“With a successful background in sports, Sean understands the leverage of having a deep roster loaded with talent,” said Shawn Meaie, Managing Partner of Integrity and President of Family First Life. “Sean is now on a team completely filled with industry icons, innovators

and budding superstars. He and his entire team get access to all-star caliber marketing, products and technology that will enable them to focus on what they do best and flourish like other Partners have done, simply by joining forces with Integrity.”

Integrity offers a unique partnership model. By shifting the workload of functions such as IT, accounting and HR to the Integrity team, then adding capabilities such as marketing and lead generation, AMS leaders reclaim valuable time to concentrate on growing the core business. Incorporating Integrity’s online quoting, enrollment and full CRM capabilities will allow AMS to offer valuable technology solutions to support their agents. In addition, AMS will have access to exclusive products and open collaboration only available to Integrity partners.

“Advanced Market Sales has a foundation of service and an emphasis on family that align closely with Integrity’s values,” added Adams. “With Integrity’s platform behind Sean and his team, this partnership marks the start of a new chapter in their success story. It will be exciting to see what they can accomplish.”

Integrity also provides AMS employees with meaningful company ownership through its [Employee Ownership Plan](#).

“Integrity shows its deep regard for employees by providing actual company ownership and now I get to extend those same opportunities to my team—which is a huge source of pride for me,” said Ruggiero. “Every business decision I’ve made has been with our employees in mind and this partnership makes every staff member, no matter their current role, part of something bigger than we could ever be on our own.”

Watch the following video to learn more about the AMS decision to partner with Integrity: www.integritymarketing.com/AdvancedMarketSales.

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 more than 1,500 employees work with over 275,000 independent agents who service over six million clients annually. In 2020, Integrity expects to help insurance carriers place \$3 billion in new premium. For more information, visit www.integritymarketing.com.

About Advanced Market Sales

Advanced Market Sales, headquartered in Coeur d'Alene, Idaho, provides more than 20,000 agents across the country with solutions for helping consumers with their retirement income planning needs. They are a leading issuer of Fixed Indexed Annuities and believe in providing easy-to-implement solutions that eliminate fees, remove market risk and deploy lifetime income for agents to deliver to their clients.

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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.

Sean Ruggiero

Managing Partner



Sean Ruggiero is President of Advanced Market Sales and a Managing Partner at Integrity Marketing Group.

Sean's focus is on helping consumers, agents and agencies with retirement readiness through the use of evolving Fixed Index Annuities. He provides his agents with expansive education, training and software to help them better serve Americans. His expertise includes retirement income planning, wealth management, SaaS, insurance, credit, automotive, mortgage and finance verticals.

Sean is a Certified Equity Professional, Retirement Income Certified Professional and Wealth Management Certified Professional. He has also earned the National Social Security Advisor certificate and is a Registered Investment Advisor. In 2015, he was one of Life Health Pro's "Top 20 Most Creative People in Insurance." He was then a 2016 DIA Barcelona award winner and listed in the Top 100 InsurTech Startups by Digital Insurance Agenda from 2016—2018.

Sean is the author of 7 Benefits of FIAs for Retirement and the Founder of SafeMoneySmart.org, a non-profit dedicated to the awareness of alternatives to the stock market in retirement. He and his wife Charissa have four beautiful children: Charles, Tyson, Marcus and Lola. He loves spending time being active with his family and coaching his children in sports.



