

Press Kit

Integrity Marketing Group Acquires Western Asset Protection



Integrity Expands in the Southwestern United States with the Addition of Western Asset Protection

Western Asset Protection expects to accelerate growth with Integrity's innovative technology and continue legacy of service-focused agency

DALLAS – October 29, 2020 – Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products today announced it has acquired Western Asset Protection, a family-owned Insurance Marketing Organization (“IMO”) with an industry-leading focus on service and agent retention. As part of the acquisition, Western Asset Protection’s leadership team Mel Rose, Chairman, and Paul Rose, President, will both become owners in Integrity. Financial terms of the deal were not disclosed.

Four decades ago, Western Asset Protection was initially built on Long-Term Care and Medicare Supplement insurance. In 2005, they expanded into Medicare Advantage insurance products and emerged as a leading brokerage firm in the southwest with more than 2,200 agents nationwide. They have grown to serve more than 125,000 Americans with their insurance needs, resulting in almost \$150 million in annual paid premium.

“Western Asset Protection is a world-class organization that has a single-minded focus on serving their agents,” said Bryan W. Adams, Co-Founder and CEO of Integrity. “They have one of the highest retention rates in the business—and for good reason. They already have a strong agent support system, but as an Integrity partner, their growth is about to skyrocket. Their agents will have access to our innovative MedicareCENTER technology platform and our full suite of agent tools which will dramatically increase their ability to serve more Americans than ever before.”

“We looked across the market and Integrity has everything we are looking for to scale our growth,” shared Paul Rose. “The power of their distribution is a key advantage in the marketplace. With Integrity, we’ll receive exclusive product offerings. We’ll be able to leverage efficiencies, tie into more advanced technology and speed up our ability to go to market. We can’t wait to tap into all the tools and services they offer and see how the ‘Integrity Effect’ fuels the fire of our recruiting power.”

Joining Integrity allows Western Asset Protection to utilize Integrity’s broad array of partner resources. These include IT, human resources, compliance and full-service advertising and marketing services. Agents receive access to valuable technology options including online quoting, enrollment and CRM capabilities. In addition, they can now offer their employees meaningful company ownership through the [Integrity Employee Ownership Plan](#).

“Integrity’s core values are not only a statement, they are elements that they’ve been able to integrate,” stated Mel Rose. “No matter who you are in the company, Integrity values you and they show that with their Employee Ownership Plan. I’m excited that our employees are joining a much bigger family that is committed to helping them continue to grow.”

In addition to exclusive access to Integrity products, agent tools and resources, the Western Asset Protection’s leadership team has the opportunity to collaborate with industry icons through Integrity’s partner network.

“I have tremendous respect for the partners at the Integrity table,” said Paul Rose. “I’m looking forward to meeting at the campfire with these partners to share best practices and learn their secret sauce. The leaders Integrity has partnered with are legends in the industry and to collaborate with them is a dream come true.”

To learn more about Western Asset Protection’s decision to partner with Integrity, view a video at www.integritymarketing.com/WesternAssetProtection.

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 more than 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 Western Asset Protection

Western Asset Protection is a leading field marketing organization and professional brokerage firm headquartered in Phoenix, Arizona. They provide thousands of independent insurance professionals access to a portfolio of strong Medicare Supplement and Medicare Advantage products, proprietary software platforms, expert business strategies and acclaimed training nationwide. Their strategic partnerships with national health plans empower their team to better serve agents and improve distribution channels. For more information, visit www.westernassetprotection.com.

Media Contact:

Rachel Aird, Public Relations Director

ThomasARTS

press@thomasarts.com

801-706-7005

Partnership Inquiries:

Eric Pederson, Vice President of Business Development

Integrity Marketing Group

eric.pederson@integritymarketing.com

866-650-1857

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.

Mel Rose

Partner



Mel Rose is Chairman of the Board of Western Asset Protection and a Partner at Integrity Marketing Group.

After spending over 20 years as an ordained minister, Mel wanted to broaden the context of his service—expanding how he helped and inspired people. In 1996, he purchased what is now known as Western Asset Protection.

Western Asset Protection was initially focused on long-term care insurance, but recognizing they could do more and help more Americans in other ways, the team transitioned the company to Medicare products. Since then, have become recognized as a leading Arizona distributor, and are still growing nationally.

Mel's twin children, Paul Rose and Mari Tautimes, both worked at Western Asset Protection since they were teenagers. The two have since become trusted partners in the booming family business.

The team at Western Asset Protection are what Mel is most proud of—his family, his staff and the people they serve. Making the decision to join Integrity was based on excellence and opportunity, and he is excited for the years ahead.

Mel and his wife Mary have three children and are avid tennis players and fans.

Paul Rose

Managing Partner



Paul Rose is CEO of Western Asset Protection and a Managing Partner at Integrity Marketing Group.

Paul began in the insurance business as a teenager, alongside his father and twin sister, Mari.

Paul now leads Western Asset Protection with a very capable leadership team and incredible staff. Paul says excellence is emphasized in everything they do as an organization, from the support they offer to the technology they incorporate.

While busy leading and growing their Medicare business, Paul is also excited about diversifying and improving their offerings by leveraging the resources they now have access to as an Integrity Partner.

Paul is passionate about insurance, and also enjoys golfing and spending time with his wife, his two stepchildren and three grandchildren.



