

# Press Kit

Integrity Marketing Group Acquires ASPECT Management



## Tech-Focused ASPECT Management Joins Integrity to Expand Insurtech Offerings to Agents

Through Integrity partnership, ASPECT Management gains the resources to scale operations and provide agents with innovative technology exclusively available to Integrity platform partners

**DALLAS - JUNE 8, 2021** - Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced it has acquired [ASPECT Management](#), a rapidly growing independent marketing organization (IMO) based in Columbia, South Carolina. As part of the acquisition, Graham Miller, President of ASPECT Management, and Ava Miller, Vice President of ASPECT Management, will become Managing Partners in Integrity. Financial terms of the transaction were not disclosed.

Founded in 2003, ASPECT Management provides extensive health, life and final expense insurance products to the senior market. Incorporating their background in healthcare information technology, Graham and Ava Miller grew ASPECT Management by emphasizing tech solutions to reach clients wherever they are, with the right products to fit their needs. During 2020, ASPECT Management placed more than \$75 million in annual paid premium, serving 50,000 Americans nationwide.

“We’ve had close ties with Graham and Ava from the beginning, so adding them to the Integrity family now feels like a natural progression for their growth,” shared Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. “By combining ASPECT Management’s unique skills with Integrity’s wealth of knowledge and resources, they can now share in our success as a partner. Their team understands how technology can help us reach consumers in more ways and places than ever before, which is a crucial part of our

mission to innovate insurance. I couldn’t be more thrilled to have Graham and Ava on board with the Integrity team.”

Through the Integrity platform, ASPECT Management can optimize the insurance experience for customers by leveraging the specialized offerings of other Integrity strategic partners. These partners include [CSG Actuarial](#), [ThomasARTS](#), [Deft Research](#), [Access Capital](#), [Brokers International](#) and [Insurance Administrative Solutions](#), third-party administrator, as well as [Connexion Point](#), [SeniorCare Benefits](#) and [Unified Health](#) leading call centers.

“Finding a partner who values technology was crucial for us and there is no question that Integrity is leading the industry,” said Graham Miller, President of ASPECT Management. “Partnering with Integrity means we have an incredible range of resources to do an even better job of what we’ve been doing for clients for years. We can go to market much faster and be more productive by utilizing the expertise of Integrity’s insurtech specialties. Together, we can make it even easier for Americans to get the insurance they need — I can’t wait to dive in.”

The Integrity platform adds best-in-class technology to ASPECT Marketing agents’ toolkits while supporting its staff of back-office functions. Systems offered to partners include proprietary quoting and enrollment technology and product development, in addition to

a world-class advertising and marketing firm. Centralized business functions available to all Integrity partners include accounting, human resources, IT and legal counsel, as well as research and development.

“Integrity has created the cutting-edge solutions that are pushing the senior market forward,” said Ava Miller, Vice President of ASPECT Management. “Technology is playing a bigger role than ever for our agents — to have quoting platforms across multiple product lines at their fingertips provides immense growth opportunities. Integrity’s centralized back-office functions create space to keep our focus on our business goals. Ultimately, this partnership means we can deliver much more personalized solutions to the client, which is incredibly exciting.”

In addition, ASPECT Management can now offer its employees meaningful company ownership through [Integrity’s Employee Ownership Plan](#).

“Our business is really about people helping people — from our customers to our agents and our staff,” continued Graham Miller. “Integrity’s Employee Ownership Plan is another way we can offer our employees the appreciation we know they deserve.”

To learn more about ASPECT Management’s partnership with Integrity, view a video at [www.integritymarketing.com/ASPECTManagement](http://www.integritymarketing.com/ASPECTManagement).

#### [About Integrity Marketing Group](#)

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on meeting Americans wherever they are — in person, over the phone and online. Integrity is innovating insurance by developing cutting-edge technology designed to simplify and streamline the healthcare experience for everyone. In addition, 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 5,500 employees work with over 370,000 independent agents who service more than eight million clients annually. In 2021, Integrity expects to help insurance carriers place over \$7 billion in new premium sales. For more information, visit [www.integritymarketing.com](http://www.integritymarketing.com).

#### [About ASPECT Management](#)

ASPECT Management, headquartered in Columbia, South Carolina, was founded in 2003 by Ava and Graham Miller. Their company mission is to provide independent agents with best-of-breed products for the senior insurance market with unparalleled agent support and a rewards system that recognizes total sales and loyalty. ASPECT Management’s agents service over 50,000 clients, providing expertise in Medicare products, final expense, life insurance and indemnity plans. For more information, visit [www.aspect-mgmt.com](http://www.aspect-mgmt.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.

# Ava Miller

Managing Partner

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Ava Miller is the Vice President of ASPECT Management and a Managing Partner of Integrity Marketing Group.

Ava started her career as a software developer for the largest insurance software company in the world, whose home office was outside of Columbia, South Carolina. This gave her the opportunity to work not only in the U.S., but also Austria, Norway, the U.K. and Australia, where she eventually moved.

In 2003, Ava moved back to the U.S. and started ASPECT Management with her husband, Graham. In the early years, one would be on the road selling while the other worked to build the company. Together, they have utilized their technology and insurance experience to build a successful, streamlined organization.

Both Ava and Graham are very active with the University of South Carolina's diving, swimming and equestrian teams. In their free time, they springboard and platform dive, swim, ride horses, snow ski, sail, scuba dive and surf, as well as play tennis and golf.

# Graham Miller

Managing Partner



Graham Miller is the President of ASPECT Management and a Managing Partner of Integrity Marketing Group.

A native of Australia, Graham began his career as a software developer working for an insurance company. He was sent to the U.S. to design an IT solution for the Australian insurance market. While in America, he met and married his wife, Ava. They moved to London, England, where Graham was hired to design, develop and project lead IT solutions for insurance companies based in Austria, Norway, the U.K. and his hometown of Sydney, Australia. Graham went on to work as a project director and as a sales and marketing leader, where his main customer was Australia's largest government retirement company.

In 2003, Graham moved to the U.S. and, with his wife, started ASPECT Management. They have built a unique organization that is both small and successful, in large part due to his and Ava's technology and insurance backgrounds. Their expertise allowed them to build a successful, streamlined organization that is respected throughout the industry.

Graham and Ava are active supporters of the University of South Carolina's diving, swimming and equestrian teams. They also regularly engage in a wide variety of activities, including springboard and platform diving, swimming, horseback riding, snow skiing, sailing, scuba diving, surfing, tennis and golf.



