

Press Kit

Integrity Marketing Group Acquires Montalto United Insurance Agency



Integrity Adds Montalto United Insurance Agency to its Growing Family of Partners

Integrity's commitment to innovating insurance through insurtech tools and resources offers Montalto United accelerated growth potential

DALLAS - June 22, 2021 - Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced it has acquired Montalto United Insurance Agency ("Montalto United"), an independent marketing organization (IMO) based in Fort Walton Beach, Florida. As part of the transaction, Ryan Montalto, President of Montalto United, will become a Managing Partner at Integrity. Financial terms of the transaction were not disclosed.

Montalto United is a strong, family-focused industry leader that shares Integrity's vision to help more people get the best insurance for their needs. Montalto United specializes in mortgage protection life insurance, final expense life insurance and retirement planning solutions. Montalto United is a top agency, issuing over \$25 million in annual paid premium and serving more than 30,000 families with life insurance policies.

"Montalto United is another fast-growing agency that is going to greatly benefit from Integrity's suite of support and services," said Bryan W. Adams, Co-Founder and CEO of Integrity Marketing. "Ryan knows the definition of hard work and that incredible work ethic will be amplified now that he and his team are part of the Integrity family. Integrity is building something special. All Integrity partners are committed to innovating and reshaping the insurance industry — having Montalto United on board will accelerate the process."

"Partnering with Integrity is becoming part of a bigger family," said Ryan Montalto, President of Montalto United. "In my family, we hold the belief that there is room for everyone at the table, whether that's Sunday dinner or in business. We work better when we work together and it's clear Integrity shares that same philosophy. With Integrity's resources and technology behind us, it's going to take our business to all new heights."

"The Montalto family has strong values and an inspiring dedication to hard work," said Shawn Meaike, President of Family First Life and Managing Partner at Integrity. "They are extremely inclusive in their own lives and family, and in their business. That mentality is going to fit in incredibly well with the Integrity approach of bringing everyone to the same table to work together. Through what we call the 'Integrity Effect,' Ryan and his team can supercharge their growth by focusing on what they do best to help even more people get better insurance."

The Integrity platform now available to Montalto United includes proprietary quoting and enrollment technology, data and analytics tools and product development. Integrity also provides best-in-class centralized shared services, such as compliance, accounting, human resources, IT, legal and a world-class advertising and marketing firm.

Montalto United amplifies their agent offering by gaining access to Integrity's fast-growing partner network, where the country's leading agencies share strategies, best

practices and solutions to today's industry challenges. 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](#) call centers.

Montalto United employees will also receive meaningful company ownership through the [Integrity Employee Ownership Plan](#).

"It's an amazing opportunity to partner with so many legends in the industry and share resources and experience," said Montalto. "This is a chance for us to keep working hard and growing Montalto United, while being part of a much larger and more diversified business. This is going to mean a lot to our team and what we are trying to accomplish in helping the families we care about."

For more information about Montalto United's partnership with Integrity, view a video at www.integritymarketing.com/MontaltoUnited.

[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 sales. For more information, visit www.integritymarketing.com.

[About Montalto United Insurance Agency](#)

Montalto United Insurance Agency, headquartered in Fort Walton Beach, Florida, is now part of the Integrity Marketing Group team. Montalto United is focused on becoming one of the nation's premier agencies, providing life insurance products that benefit and serve all Americans. By partnering with leading insurance carriers, Montalto United has exclusive rights to develop and distribute products through their fast-growing network of agents. In 2021, Montalto United expects to help insurance carriers place more than \$25 million in new paid premium. Montalto United is committed to serving families while helping their agents achieve their life and career goals. For more information, visit www.join-ffl.com.

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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.

Ryan Montalto

Managing Partner



Ryan Montalto is President of Montalto United Insurance Agency, also known as Family First Life United, and a Managing Partner of Integrity Marketing Group.

Before founding Montalto United Insurance, Ryan had a successful career in his family's restaurant business. He became an accomplished chef and opened his own Italian restaurant at age 23. However, as a young, hardworking entrepreneur, he continued to watch for business opportunities that would help him achieve his objectives.

In 2015, Ryan became a life insurance agent, and quickly found success as a rookie producer. Although he was successful personally, he wanted to expand his business and share his experiences, knowledge and success by forming his own agency. In doing so, he was able to recruit family, friends and others who shared his strong work ethic and commitment to service. Now, Ryan is proud to bring the same confidence and grit to Integrity Market Group and help even more people benefit from opportunities in insurance.

Ryan lives in Fort Walton Beach, Florida, with his wife, Janessa, and three children — Madden, Ann and Mia.



