

Press Kit

Integrity Marketing Group Acquires Berwick Insurance



Berwick Insurance Group Significantly Expands Technology and Resources to Agents and Agencies by Partnering with Integrity

Joining the Integrity platform will help the Arizona-based IMO serve the needs of more Americans by providing innovative technology and resources to agents in all 50 states

DALLAS - AUGUST 17, 2021 - Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced it has acquired [Berwick Insurance Group](#) ("Berwick Insurance"), an independent marketing organization ("IMO") based in Tucson, Arizona. As part of the acquisition, Jim Berwick, CEO of Berwick Insurance, and David Berwick, COO of Berwick Insurance, will become Managing Partners in Integrity. Financial terms of the acquisition were not disclosed.

"Jim and David have built a successful company by always offering agents impressive support and tools," said Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. "To continue driving that level of success, agents need the innovative and effective technology that's available through the Integrity platform. We're committed to helping strong companies like Berwick Insurance take the next step toward future growth by adding more tools to their arsenal. Through our insurtech resources, Berwick Insurance will experience the 'Integrity Effect' of supercharged growth and success — we're beyond excited to have them on board."

For more than two decades, Berwick Insurance has specialized in serving the insurance needs of the senior market. The company is one of the country's top producing IMOs, serving more than 300,000 Americans each year through their 50-state network of 6,000 agents. Berwick Insurance specializes in selling and distributing health, life and Medicare products through its agent partners. The firm has shown a unique and consistent ability to focus on the individual needs of each agent and provide them with quality solutions.

"As agents ourselves, we founded this company in 1997 with the goal of offering the best products and services to our clients," shared Jim Berwick, CEO of Berwick Insurance. "The industry today is transforming. We know the best way to truly support our clients is by utilizing the powerful technology and resources Integrity has built. Integrity's unparalleled platform offers each of our agents' individual opportunities, as well as support for our company's future growth overall. I'm proud of everything we've accomplished so far. Now we're ready to go all in and accomplish even more as we create an exciting future together with Integrity."

"Our clients have always and will always come first," said David Berwick, COO of Berwick Insurance. "Integrity's tools will help us refine our client experience and reach more Americans, more efficiently. As successful as we've been up to now, we truly are poised to become bigger and better than ever before. This partnership is exactly what we need to capitalize on all of our growth potential."

The Integrity insurtech platform strengthens Berwick Insurance's ability to serve more Americans by offering cutting-edge technology, such as proprietary quoting and enrollment tools, MedicareCENTER, data and analytics, as well as access to a world-class advertising and marketing firm. By employing Integrity's centralized support offerings, including sales, marketing, IT, human resources, legal and compliance, Berwick Insurance will gain more bandwidth to focus squarely on growth.

Berwick Insurance also joins the Integrity partner network, a fast-growing group of top industry leaders who are innovating all aspects of the insurance experience by sharing best practices and strategies. These partners include [CSG Actuarial](#), [ThomasARTS](#), [Deft Research](#), [Access Capital](#), [Brokers International](#) and [Insurance Administrative Solutions](#)’ third-party administrator, as well as leading call centers [Connexion Point](#), [SeniorCare Benefits](#) and [Unified Health](#).

“Integrity is partnering with the best of the best in every aspect of the industry,” shared Steve Young,

Integrity’s Chairman of the Board. “Each of our partners bring unique skills and experience that strengthen us as an organization, and Berwick Insurance is no different. They have earned respect across the industry for their focus on leading with strong core values — a focus which aligns perfectly with what we are building here at Integrity.”

In addition, Berwick employees gain meaningful company ownership through Integrity’s [Employee Ownership Plan](#).

“Our employees mean everything to us,” continued David Berwick. “We are successful because of our efforts together. Integrity now provides a way to give them an ownership interest in a large and rapidly growing business. We’ve seen what Integrity has done for other platform partners, and we’re extremely excited to be a part of that experience.”

For more information about Berwick Insurance’s decision to partner with Integrity, view a video at www.integritymarketing.com/BerwickInsurance.

[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 375,000 independent agents who service more than nine 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 Berwick Insurance Group](#)

Berwick Insurance Group, headquartered in Tucson, Arizona, is an independent marketing organization specializing in the sales and distribution of senior products. Hard work and a reputation for excellence has propelled Berwick Insurance to become one of the most respected IMOs in the nation. Berwick Insurance believes the success of its business is a direct result of the personal time and attention they dedicate to their agent partners. Berwick Insurance agents receive outstanding support and service, comprehensive and ongoing training, access to industry-leading technology and a rich portfolio of products. The firm has grown steadily and now supports over 6,000 agents in all 50 states who serve over 300,000 clients annually. For more information, visit www.berwickinsurance.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.

Jim Berwick

Managing Partner



Jim Berwick is the CEO of Berwick Insurance Group and a Managing Partner at Integrity Marketing Group.

Jim began his insurance career in Life & Annuity sales in 1991. He and his brother, David, started Berwick Insurance Group in 1997. As a full-service brokerage, Berwick Insurance offers all lines of Health, Life and Property & Casualty insurance. A first-generation company, Berwick Insurance Group is a national independent brokerage specializing in the sales and distribution of senior health insurance products.

With over 30 years of experience in the insurance industry, Jim takes a hands-on role in all areas of the business. His expertise extends to creating solutions to decrease costs for agents and clients, as well as maintaining strong relationships with the carriers and industry leaders. Jim also serves on multiple national advisory councils.

Humble roots combined with hard work and the attitude that “there’s always more we can do” has propelled Berwick Insurance to be one of the nation’s most reputable insurance brokers. Berwick Insurance is proud to serve agents and clients in all 50 states. As Arizona natives, Berwick Insurance is also strongly rooted in Tucson and committed to the community. Jim has personally dedicated thousands of hours to philanthropy and believes building a stronger community is a personal responsibility.

David Berwick

Managing Partner



David Berwick is the COO of Berwick Insurance Group and a Managing Partner at Integrity Marketing Group.

In 1994, David started in the insurance industry selling Life and Annuity products. He quickly became Top 500 and a Million Dollar Round Table “Quarter of the Table” producer. Three years later, David and his brother, Jim, opened Berwick Insurance Group. As independent brokers, their success quickly grew by adding individual health insurance and Medicare to their portfolio.

David has over 24 years’ experience in the insurance industry, specializing in Sales, Business Management, Operations and Strategic Development. In addition to running a successful business, David is passionate about giving back to the community through philanthropic endeavors. David has personally committed thousands of hours focusing on raising money for various charities and children’s youth organizations.



