

Press Kit

Integrity Marketing Group Acquires Brokerage 1 Agency



Brokerage 1 Agency Joins Integrity to Tap into Resources that Enhance Agent Support

Innovative Integrity platform positions longstanding Midwest IMO Brokerage 1 to better serve the Medicare and life insurance needs of more Americans

DALLAS - OCTOBER 5, 2021 - Integrity Marketing Group, LLC (“Integrity”), one of the largest independent distributors of life, health and wealth products, today announced it has acquired [Brokerage 1 Agency](#) (“Brokerage 1”), a well-established independent marketing organization (“IMO”) based in Brunswick, Ohio. As part of the acquisition, Kurt Reichley, President of Brokerage 1, will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

“As a longstanding leader in his field, Kurt is the type of driven leader we get excited about joining the Integrity family,” expressed Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. “His commitment to supporting his agents has created proven results numerous times over. Now Kurt can share his extensive experience and expertise with the Integrity partner network, many members of which he has known for decades. He and his team will receive the administrative, marketing and technology support that will help them become the best version of themselves. We’re very pleased and excited to partner with the Brokerage 1 team and look forward to them contributing to Integrity’s future success.”

Brokerage 1 has more than thirty years serving the senior market in Medicare and life insurance products. Founded in 1987, the full-service brokerage provides a local touch point for seniors transitioning to Medicare. Built on a reputation for serving the customer before all else, the brokerage has steadily grown by providing steadfast support to the agents it serves across the country.

“Partnering with Integrity is an opportunity we simply were not going to miss,” said Kurt Reichley, President of Brokerage 1. “Integrity offers us the best-in-class marketing and technology resources we need to keep improving the agent support we’re known for. I’m excited to experience the ‘Integrity Effect’ that helped so many other Integrity partners grow, and to create solutions alongside the best minds in the industry. By joining the Integrity family, I’m confident that we are setting ourselves up to reach our full potential as an agency.”

Reichley and his experienced team join a fast-growing team of industry legends and trailblazers who make up Integrity’s collaborative partner network. These partners include [CSG Actuarial](#), [ThomasARTS](#), [Deft Research](#), [Access Capital](#), [Brokers International](#) and [Insurance Administrative Solutions](#)’ third-party administrator, as well as call centers [Connexion Point](#), [SeniorCare Benefits](#) and [Unified Health](#).

Brokerage 1 will transform its business by accessing the innovative technology, expansive data insights and helpful resources Integrity provides to its partners. The Integrity insurtech platform includes tools such as MedicareCENTER, proprietary quoting and enrollment platforms, data analytics, product development and research and development. Integrity’s shared services offer centralized business functions for all partners such as IT, accounting, legal, human resources and a full-service marketing and advertising firm.

“The impressive back-office resources that Integrity provides will allow me to focus my attention on recruiting agents and providing them with even better service,” continued Reichley. “I’m also looking forward to the collaboration I’ll have with other Integrity partners and the ability we have to share best practices — the different ideas and expertise they each bring will make it easier to help more Americans than ever before.”

In addition, Brokerage 1 employees are now eligible for meaningful company ownership through the [Integrity Employee Ownership Plan](#).

For more information about Brokerage 1’s decision to join Integrity, view a video at www.integritymarketing.com/Brokerage1.

[About Integrity Marketing Group](#)

Integrity Marketing Group, headquartered in Dallas, Texas, is a leading distributor of life and health insurance and provider of innovative solutions for wealth management and retirement planning. Through its partner network, Integrity helps Americans protect their health and wealth with a commitment to meet them wherever they are — in person, over the phone and online. Integrity’s cutting-edge technology helps streamline the insurance and financial planning experience for all stakeholders. In addition, Integrity develops products with carrier partners and markets them through its distribution network of agencies, brokerages and RIAs throughout the country. Integrity’s almost 5,500 employees work with agents and advisors across the country. For more information, visit www.integritymarketing.com.

[About Brokerage 1 Agency](#)

Brokerage 1 Agency, Inc., headquartered in Brunswick, Ohio, was founded in 1987 and specializes in marketing Medicare Advantage, Medicare Supplements, final expense and ancillary products. Brokerage 1 serves thousands of Americans through its network of agents across 30 states. They take great pride in supporting and working with many loyal agents to meet the insurance needs of their clients. For more information, visit www.brokerage1agency.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.

Kurt Reichley

Managing Partner



Kurt Reichley is President of Brokerage 1 Agency and a Managing Partner of Integrity Marketing Group.

Kurt began his insurance career in 1982 in Cleveland, Ohio. He started out selling individual life insurance policies. After a couple of years, he began marketing small group health plans through agents in the Ohio market, then as a Regional Sales Manager in Kansas City, Missouri.

Kurt joined Brokerage 1 Agency in 1990 and then purchased the agency in 1992. At that time, he concentrated on marketing individual health insurance through agents in Ohio. In 2005, the agency turned their focus to marketing Medicare Advantage and Medicare Supplements, senior life and ancillary products. Kurt has continued to grow the business beyond Ohio through independent agents located across 30 states. Kurt appreciates the many good and loyal agents he's worked with throughout his career.

Kurt lives with his wife, Connie, in Medina, Ohio. He loves spending time with Connie, his two stepdaughters, Lynn and Lori, and their families at their lake home in the Branson, Missouri, area. He also enjoys golfing and fishing.

