

# Press Kit

Integrity Marketing Group Acquires DuBose Senior Insurance Marketing



## DuBose Senior Insurance Marketing Secures Legacy and Empowers Agents by Partnering with Integrity

By partnering with Integrity, third-generation IMO prepares for a strong future backed by Integrity's industry-leading platforms and resources

**DALLAS - OCTOBER 28, 2021** - Integrity Marketing Group, LLC ("Integrity"), one of the leading independent distributors of life, health and wealth products, today announced it has acquired [DuBose Senior Insurance Marketing](#) ("DuBose Insurance"), an independent marketing organization ("IMO") headquartered in Florence, South Carolina. As part of the acquisition, Charles B. "Bubba" DuBose, Jr., President of DuBose Senior Insurance Marketing, will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

As the third generation in his family to work in the insurance industry, Bubba DuBose brings a deep understanding of the needs and concerns of the senior market. DuBose Insurance provides health and life insurance products through a team of thousands of agents nationwide. Its philosophy of putting the customer first and creating authentic, personal relationships with its agents has resulted in steady growth during the company's more than 60 years in business.

"At Integrity, we are grateful for the opportunity to partner with amazing people like Bubba who really love what they do," shared Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. "Integrity understands the vital role agents play in helping Americans secure their health, wealth and legacy. The DuBose name holds an incredible reputation for service that Bubba's team lives up to every day. They've trained their agents to face challenges with optimism and perseverance. With Integrity's technology and resources now added to their toolkit, DuBose is poised to provide even better service, solutions and support to agents and clients. We can't wait to see them serve more Americans through this partnership, and we're excited to welcome Bubba and his team to Integrity."

"Given the long history of our company, legacy is very important to me, and Integrity provides a path for our family business to thrive for years to come," explained Bubba DuBose, President of DuBose Senior Insurance Marketing. "After meeting with the Integrity team, I found that Integrity's values of hard work, family and service matched my own. Integrity understands the importance of long-term relationships with agents and clients. By joining Integrity, our agents can reach more Americans and offer their clients a wider portfolio of products that match their needs. I'm so excited to join the Integrity family — this is the perfect fit for DuBose Insurance."

DuBose agents now have access to Integrity's end-to-end insurtech platform, which is innovating the insurance experience for all stakeholders. The Integrity platform includes extensive data insights, proprietary quoting and enrollment platforms, CRM, MedicareCENTER and product development. Partners also benefit from Integrity's centralized business services, which include IT, legal, accounting, human resources and a full-service marketing and advertising firm.

DuBose's expertise will be a welcome addition to the Integrity partner network of industry leaders, who collaborate on best practices and create solutions to market challenges. A partnership with Integrity also includes meaningful company ownership for DuBose Insurance employees through the [Integrity Employee Ownership Plan](#).

For more information about DuBose Insurance's partnership with Integrity, view a video at [www.integritymarketing.com/DuBoseInsurance](http://www.integritymarketing.com/DuBoseInsurance).

### 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 millions of 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](http://www.integritymarketing.com).

### About DuBose Senior Insurance Marketing

For over 60 years, DuBose Senior Insurance Marketing, headquartered in Florence, South Carolina, has specialized in providing health and life insurance products tailored for seniors, though they happily assist individuals of all ages with finding the ideal policy to suit their needs. They are a family-owned business founded in 1958 by Charles B. DuBose, Sr., and currently owned and operated by Charles B. “Bubba” DuBose, Jr. Their expansive agent network shares in their company’s commitment to putting clients first. They are located throughout the Southeast, including South Carolina, North Carolina, Georgia, Tennessee, Virginia and Mississippi. For more information about DuBose Insurance’s partnership with Integrity, view a video at [www.integritymarketing.com/DuBoseInsurance](http://www.integritymarketing.com/DuBoseInsurance).

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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.

## Charles B. “Bubba” DuBose Jr.

Managing Partner

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Charles “Bubba” DuBose is the President of DuBose Senior Insurance Marketing and a Managing Partner at Integrity Marketing Group.

DuBose Insurance was founded by Bubba’s father in 1958. After attending the University of South Carolina, Bubba started working with his father at DuBose Insurance in 1983. He’s been helping the company achieve new heights ever since. DuBose Insurance specializes in life and health products, especially in the senior market. Over Bubba’s distinguished career, he has served on numerous field advisory councils and assisted carriers in developing products.

Bubba is proud to have served agents and the senior market in his community for almost 40 years and is honored to be an Integrity partner. In his spare time, Bubba enjoys golfing, boating, hunting, fishing, skiing and cheering on his favorite football teams. Bubba resides in South Carolina with his wife, Esther, and enjoys spending time with his three children and granddaughter whenever possible.

