

Press Kit

Integrity Marketing Group Acquires One Resource Group



Fast-Growing One Resource Group Gears up for More Growth by Joining Integrity

By joining forces with Integrity, One Resource Group sets sights on new era of expansion by capitalizing on Integrity's platform resources and industry-leading technology systems

DALLAS – AUGUST 24, 2021 – Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced it has acquired leading brokerage general agency ("BGA") [One Resource Group](#) ("ORG"), located in Roanoke, Indiana. As part of the transaction, Todd Stewart, Chief Executive Officer of ORG, will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

"One Resource Group has been successful year after year by providing exceptional service to their agents and agencies," said Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. "By combining their vision with Integrity's commitment to innovation, ORG now becomes part of an industry transformation. The energetic and magnetic culture Todd and his team have cultivated makes them an ideal fit for the team Integrity is building. It's an honor to welcome One Resource Group and we look forward to seeing them reach even greater heights alongside Integrity."

Todd Stewart founded One Resource Group in 2002 to provide a world-class experience for agents and advisors nationwide. Today, ORG is one of the country's fastest growing BGAs with a team that is united in vision and passionate about providing exceptional service. The company fulfills service requirements for life insurance, long-term care, disability, critical illness and annuities through more than 80,000 agents across the country. In 2020, ORG placed more than \$400 million in annual paid premium.

"Building a great team is my passion. I built this company from scratch and have been honored to see it become a thriving business with a remarkable culture," said Todd Stewart, CEO of ORG. "However, when I understood what Integrity was building, it was clear that ORG needed to be part of that team. We've laid the foundation to build something even more special together and this is the start of an exciting new chapter. As an Integrity partner, we're ready to take a giant leap forward and the future of ORG has never been brighter."

ORG joins Integrity's powerful network of industry legends and trailblazers, who are creating a new model of industry collaboration by sharing best practices and solutions. 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](#).

The Integrity platform offers ORG cutting-edge technology and resources to advance its growth goals. These tools include proprietary quoting and enrollment tools, product development, data and analytics and a world-class advertising and marketing firm. ORG can also centralize business functions through Integrity's shared services, which include IT, human resources, legal, compliance and accounting.

In addition, One Resource Group can now offer its employees meaningful company ownership through the [Integrity Employee Ownership Plan](#).

“Today more than ever, Americans need innovative solutions that truly protect their health and wealth,” said Steve Young, Integrity’s Chairman of the Board. “Integrity’s technology is improving the insurance experience across all fronts, which means ORG can reach more Americans more efficiently and ensure that clients feel confident in their insurance choices. Our partnership with ORG will help us fulfill our mission even faster and we can’t wait to see what we’ll do together.”

For more information about ORG’s partnership with Integrity, view a video at www.integritymarketing.com/OneResourceGroup.

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 One Resource Group

One Resource Group, headquartered in Roanoke, Indiana, is one of the most prominent brokerage general agencies in the fully underwritten and advanced planning markets. With a team of highly skilled and motivated specialists, ORG is one of the fastest growing BGAs in the country and continues to make the brokerage experience better for agents and advisors. ORG offers a vast range of insurance products in the life insurance, annuity, disability income and long-term care space. With their state-of-the-art technology, experienced case design, case management, advanced markets and experienced underwriting, ORG continues to be a leader in the industry. Over almost 20 years, ORG has served more than 190,000 families through their network of over 80,000 agents. For more information, visit www.orgcorp.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.

Todd Stewart

Managing Partner



Todd Stewart is CEO of One Resource Group and a Managing Partner at Integrity Marketing Group.

Since 2002, Todd has worked to build a strong organization that now employs over 85 insurance specialists who focus on life, long-term care, disability, life settlements, estate planning and premium finance. Under Todd's expert direction, One Resource Group has become one of the nation's largest privately held brokerage general agencies. The company provides education to over 80,000 licensed advisors who represent 100 of the best insurance companies in the industry.

One Resource Group is a recognized leader in electronic applications and continues to develop industry-leading solutions through multiple technology partnerships. Todd's commitment to world-class service has further enhanced One Resource Group's industry leadership position.

Todd holds degrees in marketing, management, psychology, and communication from Indiana University. A 25-year insurance industry veteran, he participates on 15 insurance advisory boards and was nominated for the Ernst & Young's Entrepreneur of the Year in 2008, finishing runner-up in the Midwest. He was also Leukemia & Lymphoma Society's Man of the Year in 2007 and continues to support multiple charities in the community.

Todd and his wife, Catrina, are the proud parents of two boys. He enjoys boating, traveling, playing golf and spending quality time with his family.



