

Press Kit

Integrity Marketing Group Acquires The Fitz Group



The Fitz Group Joins with Integrity's Vision and Leadership to Benefit Agents

Integrity's innovative approach to insurance and access to their best-in-class technology will strengthen The Fitz Group's ability to scale their business growth

DALLAS - NOVEMBER 2, 2021 - Integrity Marketing Group, LLC ("Integrity"), one of the leading independent distributors of life, health and wealth products, today announced it has entered into an agreement to acquire [The Fitz Group](#), a leading insurance marketing organization (IMO) based in Addison, Texas. As part of the transaction, Alex "Fitz" Fitzgerald, CEO of The Fitz Group, will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

A long-time entrepreneur, Alex Fitzgerald joined the insurance industry more than 20 years ago. Together with his wife, Heather, they formed The Fitz Group to provide underinsured Americans with better financial certainty through proper coverage. They also have become adept at recruiting, training and supporting agents in all aspects of building their own businesses.

Today, The Fitz Group partners with numerous top-rated insurance carriers to distribute life insurance products through their agents, licensed in all 50 states. Training and providing agents with the right tools to grow their own teams has resulted in The Fitz Group becoming one of the most well respected IMO's in the industry.

"The way Fitz and his entire agency supports and helps grow agents is truly impressive," said Bryan W. Adams, Co-Founder and CEO of Integrity. "We look forward to helping The Fitz Group take full advantage of the opportunities available to them as Integrity partners and help them rise to the next level."

"At Integrity, our passion for innovating insurance drives everything we do," continued Adams. "We are continuously seeking solutions that make it easier for Americans to get insurance in ways they prefer — and easier for agents to help meet customer needs. Integrity provides the technology and resources that help streamline and simplify the entire insurance experience for all stakeholders and The Fitz Group has the stellar team to effectively implement those tools and technology."

"I'm proud of where we've grown The Fitz Group over the past 20 years," said Alex "Fitz" Fitzgerald, CEO of The Fitz Group. "Today, an even bigger door opened to our staff and agents. This step is about diversifying our business and becoming partners with some of the best minds in our industry. This is a launching point to grow and expand, as well as make a difference for all our agents and the Americans we serve. I feel that my reins have been loosened and I'm ready to run faster than ever before, all while having fun and making a difference."

The Integrity platform now available to The Fitz Group includes proprietary quoting and enrollment technology, data and analytics tools, and product development. Integrity also provides centralized shared services, such as compliance, accounting, human resources, IT, legal and a full-service marketing and advertising firm.

"When agencies such as The Fitz Group partner with Integrity, we are able to take a lot of things off their plate and let these already successful agencies experience what we call

the ‘Integrity Effect’ — which allows them to focus on elements they are passionate about and grow faster than they ever thought possible,” said Andy Albright, Managing Partner of Integrity as well as President and CEO of The Alliance.

The Fitz Group amplifies its agent offering by gaining access to Integrity’s fast-growing partner network, where some of the country’s leading agencies share strategies, best practices and solutions to today’s challenges in order to better serve more Americans. Additionally, The Fitz Group employees qualify for the [Integrity Employee Ownership Plan](#), which provides meaningful company ownership.

“There is power in becoming an Integrity partner,” shared Heather Fitzgerald, President of The Fitz Group. “Scale matters more than ever before. We are better together and stronger together. I see a real opportunity to make a historic impact on the insurance business with Integrity’s leadership and support by our side.”

For more information about The Fitz Group’s partnership with Integrity, view a video at www.integritymarketing.com/FitzGroup.

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, wealth and legacy 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 nation. Integrity’s almost 5,500 employees work with agents and advisors across the country. For more information, visit www.integritymarketing.com.

About The Fitz Group

The Fitz Group is a leading insurance agency headquartered in Addison, Texas, that is focused on providing Americans with life insurance and annuities. The Fitz Group excels at helping insurance agents become some of the best in the industry at serving clients, while also creating a business for themselves. The Fitz Group team is comprised of dynamic and successful leaders in the industry. Since its inception in 2004, The Fitz Group has grown to become a thriving IMO known for its dedication to excellent service. For more information, visit www.thefitzgroup.org.

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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.

Alex “Fitz” Fitzgerald

Managing Partner



Alex “Fitz” Fitzgerald is the CEO of The Fitz Group and a Managing Partner at Integrity Marketing Group.

After only six weeks of selling as an agent in his home state of North Carolina, Fitz and his wife, Heather, relocated to Dallas, Texas, to build an insurance agency when he was only 23 years old. Since that time, The Fitz Group has produced over \$340 million in annualized life insurance premium and planted multiple sites of profitable agencies in the Dallas area and across the U.S.

Fitz focuses his passion on educating others about the importance of having a business ownership mentality. He is an avid reader who teaches success principles and delivers content in a witty and relatable way. His example of overcoming debt and other challenges to find success in the life insurance industry has inspired many others to believe they too can be successful.

Fitz graduated from the University of North Carolina at Chapel Hill in 1998 with a bachelor’s degree in psychology and a minor in religious studies. In addition to leading The Fitz Group, Fitz serves as a Senior Board Member at The Alliance. He resides in Dallas, Texas, with his wife and their three children.

