

# Press Kit

Integrity Marketing Group Acquires Twardowski Insurance Agency, LLC



**TWARDOWSKI**  
INSURANCE AGENCY



## Integrity Expands Life Insurance Distribution with Acquisition of Twardowski Insurance Agency

Integrity acquires thriving IMO, welcoming youngest Managing Partner in company history

**DALLAS - AUGUST 31, 2021** - Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced it has acquired Twardowski Insurance Agency (“Twardowski Insurance”), an independent marketing organization (“IMO”) based in Denver, Colorado. As part of the acquisition, Zac Twardowski, President of Twardowski Insurance, will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

Twardowski Insurance has surpassed many milestones since its inception and quadrupled in size during the past year alone. The company provides life, mortgage protection and final expense insurance through its agents across the Rocky Mountain region. In 2021, Twardowski Insurance is on track to place more than \$35 million in annual paid premium, serving 30,000 Americans.

“Zac has shown both drive and work ethic right from the beginning of his career,” explained Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. “Innovation is driving our industry and Integrity’s proprietary resources give energetic partners like Zac the tools they need to shape the future of insurance. His perspective and example will empower other agents looking to create a path to partnership. We can’t wait to see what the future holds for Zac and his team as we welcome Twardowski Insurance to the Integrity family.”

“I’m at the beginning of what I want to accomplish in my career, and I know I can get there so much faster with Integrity propelling me forward,” said Zac Twardowski, President of

Twardowski Insurance. “This partnership puts my agents in a better position, it helps my employees, and it allows me to focus on what I’m good at — teaching agents how to build profitable agencies. I’ve never been afraid to work hard, and I want to show others where hard work and the right partner can take them. I’m so proud to partner with Integrity — to say I’m thrilled would be an understatement.”

Twardowski Insurance will leverage Integrity’s insurtech platform of proprietary technology, including CRM, product development, MedicareCENTER, data and analytics, and quoting and enrollment tools. All Integrity partners can utilize Integrity’s business infrastructure for success, which includes IT, human resources, legal and compliance, as well as access to a world-class advertising and marketing agency.

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

“Zac is an incredible example of the opportunities young producers can obtain with Integrity when they possess an openness to learn,” said Shawn Meaike, President of Family First Life and Managing Partner at Integrity. “In a few short years, Zac has created an immensely successful business. He realizes what Integrity brings to the table for his future growth and sees an incredible opportunity to impact the industry for the better alongside Integrity. We look forward to adding Zac’s fresh perspective to our team and I couldn’t be happier to welcome him as our newest partner.”

Twardowski Insurance Agency is now part of Integrity's network of legendary industry leaders who collaborate on 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](#).

"I've seen my business grow exponentially since joining Integrity, and I'm excited to see Zac and his team experience that same 'Integrity Effect' right from the start," said Andrew Taylor, President of Taylor Financial and Managing Partner at Integrity. "This partnership shows what possibilities Integrity opens up to growing agencies like Twardowski Insurance Agency. Zac and his team have been very successful on their own, but now that they are tapping into Integrity — it's time to buckle up for a great ride."

For more information about Twardowski Insurance Agency's decision to partner with Integrity, view a video at [www.integritymarketing.com/TwardowskiInsurance](http://www.integritymarketing.com/TwardowskiInsurance).

#### 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 420,000 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](http://www.integritymarketing.com).

#### About Twardowski Insurance Agency

Twardowski Insurance Agency, also known as FFL Capital, is headquartered in Denver, Colorado, and is a leading independent distributor of life insurance products. Twardowski Insurance Agency helps clients with their mortgage protection, final expense and life insurance needs, and teaches both existing and new agents how to effectively help their clients. Twardowski Insurance Agency's agents serve more than 30,000 clients annually. In 2021, Twardowski Insurance Agency expects to help insurance carriers place more than \$35 million in new premium.

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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.



# Zac Twardowski

Managing Partner



Zac Twardowski is President of Twardowski Insurance Agency and a Managing Partner at Integrity Marketing Group.

In 2018, Zac started in the insurance business at the age of 22. At this time, he had to decide between following in his family's footsteps to pursue a career as a doctor, or fully commit to the insurance business. He fell in love with helping clients with their insurance needs and enjoyed the satisfaction that such important work brought into his life. His choice was made — the insurance industry was where he belonged.

Since that time, Zac's agency has experienced explosive growth. Zac is recognized for teaching agents to sell at an incredibly high level. He takes extreme pride in guiding agents on best practices for building their own agencies. Zac has learned, and firmly believes, that with a strong work ethic, discipline and a great attitude, he can accomplish whatever he sets his mind to.

When Zac is not traveling to build his agency, he resides in Colorado Springs, Colorado, with his wife, Debra.





