

Press Kit

Integrity Marketing Group Acquires GarityAdvantage



Legendary Northeastern Insurance Powerhouse GarityAdvantage Partners with Integrity

New England's premier IMO and the nation's largest life and health insurance distributor join forces in quest to expand opportunities and solutions for agents and consumers

DALLAS – AUGUST 3, 2021 – Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced it has acquired [GarityAdvantage](#), one of New England's largest independent marketing organizations ("IMO") based in Boston, Massachusetts. As part of the acquisition, Brian Garity, CEO of GarityAdvantage, and Rachel Garity, CFO of GarityAdvantage, will become Managing Partners in Integrity. Financial terms of the transaction were not disclosed.

Boston native Joe Garity, Jr., founded GarityAdvantage in 1970 to help seniors secure the best insurance products for their needs. Initially focused exclusively on New England, the family-operated firm has greatly expanded its footprint in recent years, becoming a powerful force not just in the Northeast but across the nation. Through its half-century in business, GarityAdvantage has experienced significant growth by placing unwavering focus on broker support, which has created long lasting relationships with its team of agents. GarityAdvantage offers health and life insurance products to the senior market with a specialty in Medicare Advantage. Through its network of thousands of agents, GarityAdvantage will serve more than 250,000 Americans in 2021.

"The deep commitment GarityAdvantage has shown to serving agents during its 50 years in business is truly inspiring," said Bryan W. Adams, Co-Founder and CEO of Integrity

Marketing Group. "They have demonstrated the power of teamwork for long-term success, which mirrors what we're creating at Integrity. When you combine the deep history of GarityAdvantage with all the amazing resources Integrity provides, there is no limit to what we can do. I'm thrilled to welcome the GarityAdvantage team to the Integrity family and can't wait to help even more Americans together."

"Integrity is leading our industry toward the future on every front and we're so excited to be part of it," explained Brian Garity, CEO of GarityAdvantage. "Partnering with Integrity gives our brokers access to resources we've wanted for a long time, such as call centers, more training and enhanced technology. Our core values are very important to us and with Integrity, we've found a partner whose values are completely aligned. We've seen our share of great days as a company — partnering with Integrity sets the stage for even greater days to come."

GarityAdvantage can now advance its aggressive growth strategy by accessing Integrity's innovative insurtech platform, which includes proprietary quoting and enrollment tools, MedicareCENTER, product development, data and analytics, as well as a world-class advertising and marketing firm. Shared services offered to all Integrity partners include IT, human resources, legal, compliance and accounting.

As an Integrity partner, GarityAdvantage joins Integrity's unmatched network of national leaders, who collaborate to share best practices and expertise. 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](#).

In addition, GarityAdvantage employees are now eligible for the Integrity [Employee Ownership Plan](#), which provides meaningful company ownership to employees.

"The growth we've experienced at GarityAdvantage is incredible — it's amazing what happens when you put people first," shared Rachel Garity, CFO of GarityAdvantage. "We know we've found a partner in Integrity who takes care of their employees the same way we do. From allowing them to share in profitability through the Employee Ownership Plan to offering the Women in Leadership program, our team has so many exciting opportunities for growth. In addition, Integrity has teamed up with the best leaders in the industry and we're very proud to be part of that network. This is the culmination of a long journey for us and we couldn't be more excited for what comes next."

"GarityAdvantage has been a trailblazer for Medicare products in the New England area for many years," said Steve Young, Integrity's Chairman of the Board. "By now joining with Integrity, they are able to capitalize on the resources we bring to the table as they experience the impact of the 'Integrity Effect.' Together, we are building a new era of growth and expansion for their business as they prepare for another 50 years of industry leadership."

For more information about GarityAdvantage's decision to join Integrity, view a video at www.integritymarketing.com/GarityAdvantage.

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 eight 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 GarityAdvantage

GarityAdvantage is a leading IMO headquartered in Fort Worth, Texas, that specializes in marketing life and health insurance products to independent agents across the United States. They have more than 20,000 agents serving 125,000 Americans with their insurance needs. In 2020, they placed over \$100 million in annual paid premium. They enjoy and take pride in the relationships they have built over the years with their agents and insurance carriers. These relationships have been a key factor in their success and continued growth. For more information, visit www.insmg.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.

Brian Garity

Managing Partner



Brian Garity is CEO of GarityAdvantage and a Managing Partner at Integrity Marketing Group.

Brian grew up in the insurance business. He worked for his father as a life insurance agent while attending the University of Massachusetts, where he studied economics and history. After graduation, he joined the family business and quickly expanded into health insurance brokerage, driving around New England recruiting independent agents. By the mid 90's, when Brian was promoted to President, they had become one of the largest writers of under-65 medical insurance in New England. Brian then purchased the agency from his father in 2000.

In 2015, seeing the opportunity in Medicare products, Brian pivoted the company to focus on the senior market and quickly became a leading distributor of Medicare Advantage in New England. Joined by his wife, Rachel, and later his brother, Mike, and Tony Vegnani, Brian has led GarityAdvantage to exponential growth over the past 10 years. With employees in 7 states, the company has grown from a regional powerhouse to a national leader in the senior market.

Brian and his family enjoy spending time together on the ski slopes in the winter, on the beach in the summer and walking around Boston in between. They split their time between Boston and Cape Cod, Massachusetts.

Rachel Garity

Managing Partner



Rachel Garity is CFO of GarityAdvantage and a Managing Partner at Integrity Marketing Group.

Born and raised in England, Rachel earned a BA in business and was a chartered management accountant. She started her career in finance and a few years later moved to Boston, Massachusetts.

Rachel brought her finance experience and expertise to GarityAdvantage, joining the family business in 2005. Over the past 15 years at Garity, Rachel's strong financial acumen has helped lead the business through significant and steady growth.

Rachel is married to Brian Garity, and they have three wonderful children: Elizabeth, Thomas and Victoria. She enjoys spending time with her family and playing tennis. She is also a long-time board member of the nonprofit South End Soccer, an organization that provides youth in Boston with the opportunity to play the game.

