

Press Kit

Integrity Marketing Group Acquires Senior Security Benefits



Nationally Recognized Insurance Leader Senior Security Benefits Joins Forces with Integrity

Transformational partnership combines Integrity's best-in-class insurtech tools and resources with Senior Security Benefits' revolutionary agent training and product education systems

DALLAS - JULY 22, 2021 - Integrity Marketing Group, LLC ("Integrity"), the nation's largest independent distributor of life and health insurance products, today announced it has entered into an agreement to acquire [Senior Security Benefits](#) ("SSB"), a leading independent marketing organization ("IMO") located in Fort Worth, Texas. As part of the acquisition, Gaylan Hendricks, CEO of Senior Security Benefits; Dan Hendricks, President of Senior Security Benefits; and Taylor Martin, CMO of Senior Security Benefits, will become Managing Partners in Integrity. Financial terms of the transaction were not disclosed.

Senior Security Benefits has been serving agents and agencies in the life and health insurance market for more than two decades. During that time, they have grown into one of the most impressive and influential IMOs in the industry. The company now has more than 20,000 agents serving 125,000 Americans nationwide, while placing over \$100 million of paid premium during 2020.

"Gaylan, Taylor and Dan are innovative leaders who recognized a need for stronger agent training systems and built an incredibly successful business from the ground up to fill that need," said Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. "It is progressive thinkers, like Gaylan, Taylor and Dan who will move us forward on our mission to innovate all aspects of insurance."

Recognizing that most agents feel unprepared when they launch their careers, Gaylan Hendricks developed a specialty training program that equips agents with product education and training materials. Nicknamed the "Queen of the Bundle," Gaylan coaches agents on ways to tailor insurance packages to best protect clients. This approach led SSB to develop custom products with major carriers and form relationships with the largest call centers across the nation.

"Additionally, Gaylan will join with many of the most respected female leaders in our industry through Integrity's Women in Leadership program, where her experience will be invaluable for mentoring the next generation of leaders," continued Adams.

"Joining Integrity felt like coming home for us because so many industry leaders we know and respect are already part of the Integrity family," explained Gaylan Hendricks, CEO of SSB. "We have always been excited about the support we've given our agents, agencies and call centers through product development and training programs. By joining Integrity, we get to support them in an even bigger and better way, while working alongside the best minds in our industry. With all that Integrity has to offer, any agent can be successful. We are beyond excited about what the future has in store for us as an Integrity partner."

SSB will join Integrity's fast-growing group of partners, 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](#).

"Integrity has created an end-to-end platform with so many offerings that will drive growth for our business, including marketing, technology, sales, recruiting, call centers and so much more," said Taylor Martin, CMO of SSB. "It's amazing what they've been able to create and we're honored to partner with Integrity to grow even faster. With our experience in product design and training, coupled with Integrity's resources and reach, the sky is the limit on what we'll achieve together."

The Integrity platform of resources offers SSB access to the industry's most cutting-edge technology, including proprietary quoting and enrollment tools, product development, data and analytics as well as a world-class advertising and marketing firm. SSB will utilize Integrity's shared services offered to all partners, including human resources, IT, legal, compliance and accounting.

"We built Integrity to help phenomenal companies — leaders in the industry — become even better at doing what they do best," explained Adams. "Senior Security Benefits has been a powerful industry leader for many years, and they are absolutely elite at positioning agents for maximum success. By joining with Integrity, they will gain access to countless resources that will enhance their already strong reach and influence and accelerate their growth well into the future. I can't wait to see how many more Americans we can serve working together."

By joining with Integrity, SSB will now be able to offer their employees, who feel like family, meaningful company ownership through the [Integrity Employee Ownership Plan](#), a substantial new benefit for their hard-working team.

"Senior Security Benefits is a family business that we built from the ground up," shared Dan Hendricks, President of SSB. "I couldn't be prouder of what we've accomplished, but we're going to be an even bigger player now that we're part of Integrity. We've always worked to understand the challenges agents face, so we were thrilled to learn that taking care of agents and our employees is what Integrity is also all about. The resources and tools we can now offer our agents will be instrumental as we scale even faster."

"We are honored to welcome Gaylan, Dan, Taylor and the entire team at Senior Security Benefits into the Integrity family," concluded Steve Young, Integrity's Chairman of the Board. "Now more than ever, Americans need the right solutions to help protect their health and wealth. Adding a stellar partner like Senior Security Benefits to the Integrity platform greatly enhances our ability to deliver those solutions in ways that work best for consumers. This is another huge leap forward in Integrity's mission to innovate all aspects of the industry."

For more information about SSB's partnership with Integrity, view a video at www.integritymarketing.com/SeniorSecurityBenefits.

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 Senior Security Benefits

Senior Security Benefits 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.

Media Contact:

Rachel Aird, Public Relations Director
ThomasARTS
press@thomasarts.com
801-706-7005

Partnership Inquiries:

Eric Pederson, Vice President of Business Development
Integrity Marketing Group
eric.pederson@integritymarketing.com
866-650-1857

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.

Gaylen Hendricks

Managing Partner



Gaylan Hendricks is the CEO of Senior Security Benefits and a Managing Partner at Integrity Marketing Group.

In the historically male-dominated health insurance industry, Gaylan pioneered her way to the top from her company’s inception in 2001 to sales of over \$100 million in 2020. As she has risen in the industry, Gaylan’s philosophy has been to help others, rather than compete against them. She shares her knowledge as a speaker at several large industry events. Additionally, she is considered “Queen of the Bundle” as her platform for coaching others individually, through podcasts and on social media where she has gained thousands of followers. She conducts training in cross-selling insurance products with techniques she coined “30-60-90” and “Spouse in the House.”

Known for her bright personality, Gaylan brings energy and passion into everything she does. Gaylan excels in designing scripts for sales lead generation. She has held her health and life insurance license since 1987 and serves on the advisory councils for several major carriers.

Along with her role as CEO, she believes in giving back to the community. She served as a board member of the American Heart Association for four years. She serves on the executive council for Ronald McDonald House, and supports Hope Fort Worth, Fundamental Legacy and Polished Ministries.

Gaylan has a fierce love of family and enjoys spending time with her husband, Dan, children, grandchildren and her mini Aussiedoodle, Ruby Faith. Whenever she possibly can, Gaylan is on a plane traveling the world and seeing first-hand all that God has created.

Dan Hendricks

Managing Partner



Dan Hendricks is President of Senior Security Benefits and a Managing Partner at Integrity Marketing Group.

In 1987, Dan entered into the insurance industry by becoming a licensed agent. He quickly found his love for helping individuals secure the protection they need. Together with his wife, Gaylan, they founded Senior Security Benefits in 2001, with their focus on annuity clients. Dan went on to build the underage brokerage division in 2003, with a transition in 2010 to establish Senior Security Benefit's first direct-to-consumer division.

Previous to his experience in insurance, Dan served in the U.S. Army from 1971 – 1974, a veteran of the Vietnam War. He has also been active in his community, serving in several volunteer roles, from little league to high school booster club. He currently serves as Chair for the Ronald McDonald House.

When he's not working, Dan enjoys spending time on his ranch with his wife, Gaylan, their family — and Elvis, their favorite longhorn.

Taylor Martin

Managing Partner



Taylor is the Chief Marketing Officer of Senior Security Benefits and a Managing Partner at Integrity Marketing Group.

Taylor began his insurance career in 2001, not long after he graduated from Southern Methodist University. He spent his first three years in the business helping a college friend build a large captive agency focused on selling Medicare Supplements. It was at this agency where Taylor met Gaylan and Dan Hendricks. Taylor left that agency in 2004 and joined with Gaylan and Dan at Senior Security Benefits.

Prior to 2006, Taylor ran the captive senior market sales force at Senior Security Benefits. After deciding to transition away from the captive business model and into the independent agent space, Taylor has been responsible for growing Senior Security Benefits into one of the largest national distributors of Medicare Supplements, Individual Dental, Critical Illness and Individual Health (under age 65) in the country.

Taylor and Gaylan enjoy designing new insurance products and successfully launching those products to the independent agents, agencies and call centers they support. Taylor and Gaylan specialize in training agents how to cross-sell multiple products to the same client.

Taylor is the proud father of two sons. He enjoys playing golf and spending time with his family and friends.



