

Press Kit

Integrity Marketing Group Acquires Diversified Companies



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Diversified Companies Secures Next Generation of Growth with Integrity Partnership

Family-owned IMO expands Integrity's presence in the Northeast while securing legacy and revving up for future growth

DALLAS - JANUARY 5, 2022 - Integrity Marketing Group, LLC ("Integrity") an omnichannel insurtech leader in life, health and wealth solutions, today announced it has acquired [The Diversified Companies](#) ("Diversified"), a leading independent marketing organization based in Parsippany, New Jersey. As part of the acquisition, the Diversified executive team will become Managing Partners in Integrity. This includes Michael J. Rose, Sr., Founder and CEO; Anthony Rose, President and CFO; Michael J. Rose, Jr., CMO; and Daniel Rose, COO. Financial terms of the transaction were not disclosed.

"At Integrity, we've partnered with some incredible family businesses who have entrusted us with the next phase of their company. Today we are thrilled to welcome the Rose family," shared Bryan W. Adams, Co-Founder and CEO of Integrity. "What the Rose family has created at Diversified is truly exceptional. Partnering with Integrity means Diversified can access the data, technology and resources that will enable them to reach their full potential and serve more people than ever before. The Roses understand how Integrity is innovating insurance and financial services to better protect the life, health and wealth of Americans, and we're honored to support their legacy."

Founded in 1979, The Diversified Companies strives to positively impact the lives of its associates, agents and clients. The firm provides Medicare, final expense and mortgage protection products to the senior market nationwide. As a long-standing family business, Diversified emphasizes mentorship relationships with its agents through a robust training program. This approach has led to significant growth during the company's more than four decades in business.

"Just like Integrity, Diversified considers family to be one of our most important values," said Michael J. Rose, Sr., Founder and CEO of The Diversified Companies. "When we met with Integrity, we realized we had found our next family. We've experienced plenty of success thus far, but Integrity provides the missing pieces that will enable us to grow in ways we haven't been able to do on our own. Integrity is transforming the industry and we're not going to miss being part of that. Diversified has been in business for more than 40 years and with Integrity, I know we'll be around a lot longer than another 40."

Diversified joins the ranks of industry leaders and icons who make up Integrity's expansive partner network. These leading companies collaborate on best practices and strategies to optimize insurance and financial processes that help American consumers prepare for the good days ahead.

"Just as our family has binding ties, we've always fostered strong connections with our agents," explained Anthony Rose, President and CFO of The Diversified Companies. "Accessing Integrity's industry-leading resources, technology and data will amplify the support we can provide our agents. Creating connections with the top echelon of the insurance industry is another aspect we're so excited about. We're no longer competing with these leaders; we're now on the same team and get to build our businesses together. It's truly an exciting time and we can't wait to experience the 'Integrity Effect' of growth in our business."

The Diversified Companies team can now access Integrity's omnichannel insurtech resources, including its proprietary platform and systems. This includes quoting and enrollment platforms, MedicareCENTER, insightful data and analytics and product development. The Rose team will redirect valuable time to business goals by utilizing Integrity's centralized business services, which encompass IT, human resources, legal and compliance, and access to a world-class advertising and marketing agency.

"With Integrity, we can better fulfill our mission to positively impact those we interact with," said Michael J. Rose, Jr., CMO of The Diversified Companies. "When we sat down with Integrity and saw the technology and support they offer, it was mind blowing. We're ready to see many of our dreams become realities now that we have Integrity's resources supporting us, from marketing to product diversification. There was no question as to whether or not this partnership was the right path for Diversified and we know it will make a profound change in the future of our business."

The Diversified Companies now has the opportunity to offer its employees meaningful company ownership through the [Integrity Employee Ownership Plan](#).

"We are so excited about offering our employees ownership through the Integrity Employee Ownership Plan," shared Daniel Rose, COO of The Diversified Companies. "We have many team members who have been part of Diversified for twenty years. To now have them share in our successes across the board is well deserved. This took us from the minor leagues to the big leagues and we're here to stay."

For more information about the Diversified Companies partnership with Integrity, view a video at www.integritymarketing.com/Diversified.

About Integrity Marketing Group

Integrity, headquartered in Dallas, Texas, is an omnichannel insurtech leader 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 life, health and wealth 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 nearly 5,500 employees work with more than 420,000 agents and advisors who serve over 10 million clients annually. In 2021, Integrity helped carriers place more than \$7 billion in new sales and oversaw more than \$20 billion of assets under management and advisement through its RIA and broker-dealer platforms. For more information, visit www.integritymarketing.com.

About Diversified Companies

The Diversified Companies, headquartered in Parsippany, New Jersey, is committed to positively impacting the lives of their associates, employees and clients. At Diversified, they tailor partnerships that last. Founded in 1979, they're one of the nation's leading distributors of Medicare and final expense plans. Diversified supplies thousands of agents throughout the country with the opportunity to fill the gaps both Medicare and Social Security leave behind for millions of seniors. They are proud to treat each agent, employee and client as a member of their own family and are committed to putting their needs above their own. In 2021, Diversified supported more than 50,000 Medicare eligible Americans, by ensuring that they were afforded the best plans and benefits that they were entitled to.

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
partnership@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.

Michael J. Rose, Sr.

Managing Partner



Michael J. Rose, Sr., is the Founder and CEO of The Diversified Companies and a Managing Partner at Integrity.

Michael has served on various boards in an executive capacity, including the National Association of Health Underwriters and the Essex/Passaic Metropolitan Chapter of The American Red Cross. He is the recipient of many National Sales Awards and is the holder of the Distinguished Service Award.

Michael is a respected public speaker and writer on both life and health issues, as well as leadership, sales training, and motivational seminars. He has been trained in part by Tony Robbins and his Mastery University programs.

A native of Bridgeport, Connecticut, Michael has lived in New Jersey all his adult life and now resides in Jupiter, Florida. Michael has four children — three sons who are his business partners, and a daughter who is a schoolteacher in Newark, New Jersey. He enjoys work, boating, golf, traveling, entertaining and spending time with his 13 grandchildren.

Anthony M. Rose

Managing Partner



Anthony M. Rose is President and CFO of The Diversified Companies and a Managing Partner at Integrity.

Anthony started in the insurance business in 1992, after being recruited by his father to become a final expense field agent. After recruiting, managing and training other field agents, Anthony realized that he enjoyed making a difference in the lives of people who had not previously seen success in the insurance industry.

In 2004, Diversified spun off an additional company called Senior Financial Solutions, to venture into the new Medicare Advantage space. As a result, Diversified experienced a whole new way of positively impacting lives, as they grew to become one of the largest distributors of Medicare Advantage products in the country.

Anthony has worked in many different roles to help grow Diversified to have a national presence. He is very excited to be a part of the growing Integrity family, and is looking forward to continued success with his father, brothers and all the Diversified family.

Anthony was born and raised in Belleville, New Jersey, and received a bachelor's degree from Seton Hall University. He currently resides in Basking Ridge, New Jersey, with his wife, Jennifer, and their three children.

Michael J. Rose, Jr.

Managing Partner



Michael J. Rose, Jr., is the CMO of The Diversified Companies and a Managing Partner of Integrity.

In 2004, after receiving his graduate and undergraduate degrees in biblical studies and philosophy from Seton Hall University, Michael chose to pursue a lifelong career serving alongside his family at Diversified Companies. He has never looked back.

Michael holds life, health, property and casualty insurance licenses, as well as real estate and mortgage licenses. Having worked in sales from a young age, he has strived to live out Diversified Companies' commitment to partnership, family, integrity, loyalty and excellence. Michael and his team focus on recruiting, hiring and training salespeople; obtaining and distributing the highest quality leads to the Diversified family of agents; providing the most efficient and innovative technology available; and following through with all the promises Diversified has made to each of its partners.

Michael is thankful for the gift of his high school sweetheart and wife, Faith, and their seven children. Together, they are heavily involved in their community. As a Managing Partner of Integrity, Michael is excited to continue to positively impact the lives of Diversified Companies' associates, employees and clients.

Dan Rose

Managing Partner



Dan Rose is the COO of The Diversified Companies and Managing Partner at Integrity.

Dan attended Seton Hall University where he earned a Bachelor of Arts degree in public relations. During his collegiate years, he held the position of Manager for Seton Hall Men's Basketball and developed a deep passion for coaching, recruitment and talent development.

In 2010, Dan decided to pursue a career in insurance and benefits by joining his father and two brothers in the family business. He found a need for workforce development within the business where he could apply his experience and passion toward talent cultivation.

What excites Dan the most about the partnership with Integrity is the opportunity to be surrounded by the industry's most impactful leaders and their wealth of knowledge. He looks forward to welcoming new sales agents into the industry by leveraging Integrity's insights and resources, while continuing to provide inspired, personalized mentorship and leadership.

Dan is a proud resident of the historic town of Morristown, New Jersey. When not working, he enjoys golf, traveling and coaching boy's youth basketball.

