

Press Kit

Integrity Marketing Group Acquires J. Helbig & Company



February 22, 2022



Integrity Partners with J. Helbig & Company to Better Serve Federal Employees with Their Insurance Needs

Partnership with life- and annuities-focused IMO serving federal employees further enhances Integrity's mission to help all Americans plan for the good days ahead

DALLAS - FEBRUARY 22, 2022 - Integrity Marketing Group, LLC ("Integrity"), an omnichannel insurtech leader in life, health and wealth solutions, today announced it has acquired J. Helbig & Company, a life and annuities agency serving federal employees. As part of the acquisition, Jim Helbig, President of J. Helbig & Company, will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

"At Integrity, we're passionate about our mission to reach more Americans and help them prepare for the good days ahead," said Bryan W. Adams, Co-Founder and CEO of Integrity. "J. Helbig & Company are actively moving us toward that goal by bringing their unique federal employee market expertise to the Integrity family. Jim and his team have worked tirelessly to build an amazing business focused on serving those who work hard to serve our nation. We're honored to support the preservation and growth of that legacy and we can't wait to see J. Helbig & Company achieve new levels of success by tapping into Integrity's expansive resources."

In 1984, Jim Helbig recognized an opportunity to better meet the coverage needs of federal employees, a historically underserved market. They began offering life and annuity products to federal workers in the Midwest. Today, J. Helbig & Company is a family business with a longstanding reputation for serving clients with honesty and respect.

"Integrity offers me the chance to continue running my company with added resources that can strengthen our offerings and greatly enhance our growth over the next few years," said Jim Helbig, President of J. Helbig & Company. "Our company is very family-oriented — we

enjoy working together, we push each other to be better and we share similar values and ideals. It's empowering to be partnered with Integrity, a company that acts and feels the same way. This partnership is a win-win-win situation. It's positive for our agents and the company, and I plan to ensure it's positive for Integrity as well."

Integrity's network of industry icons and legends welcomes J. Helbig & Company to its ranks. This integrative group brings together industry leaders who are united by a commitment to innovation. Integrity partners collaborate and strategize on best practices and solutions to optimize insurance and financial processes, and better protect the life, health and wealth of all Americans.

Through Integrity's omnichannel platform of insurtech resources, J. Helbig & Company will be able to expand its product portfolio and scale its offerings. Integrity's comprehensive suite of systems and offerings includes proprietary quoting and enrollment resources, product development and significant data and analytics. J. Helbig & Company will also enjoy Integrity's shared business services, which encompass IT, human resources, finance, legal and compliance, as well as access to a world-class advertising and marketing agency.

In addition, all Integrity partners are eligible to offer employees meaningful ownership through the [Integrity Employee Ownership Plan](#).

For more information about J. Helbig & Company's partnership with Integrity, view a video at <http://www.integritymarketing.com/JHelbig>.

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 J. Helbig & Company

J. Helbig & Company, headquartered in St. Louis, Missouri, is a leading distributor of life insurance and fixed indexed annuities in the federal employee market across the United States. Our agency helps thousands of federal employees with their life insurance and retirement planning needs, assisting them in person, over the phone, and online. In 2022, J. Helbig & Company expects to issue \$40 million in life insurance and annuity 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.

Jim Helbig

Managing Partner



Jim Helbig is the President of J. Helbig and Company and a Managing Partner at Integrity.

In 1984, Jim began his career in insurance after his brother, Tom, introduced him to the business. He started working with federal employees, helping them with their health and wealth planning needs. Jim and his brother soon founded their own agency in Chicago, Illinois, working with the military personnel at Great Lakes Naval Base. Jim returned to his hometown, St. Louis, Missouri, and has continued working in the federal employee sector throughout his career.

When Jim started J. Helbig and Company, he focused on working with agents who specialized in understanding federal employee benefits. He believes this is one of the reasons his company is so successful today. Jim was joined by his son, Brandon, in 2018 and looks forward to growing the business together.

Jim resides in St. Louis, Missouri, with his son. Both Jim and Brandon enjoy spending time in nature and visiting their home in the Ozarks whenever they can get away.

