

Press Kit

Integrity Marketing Group Acquires Senior Advisory Insurance Services



February 8, 2022



Senior Advisory Insurance Services Expands Agent Opportunities by Partnering with Integrity

Integrity's omnichannel insurtech platform will help the Medicare-focused IMO provide a wider set of solutions and achieve new levels of growth

DALLAS - FEBRUARY 10, 2022 - Integrity Marketing Group, LLC ("Integrity"), an omnichannel insurtech leader in life, health and wealth solutions, today announced it has acquired [Senior Advisory Insurance Services](#) ("Senior Advisory Insurance"), an independent marketing organization ("IMO") based in Upstate New York. As part of the acquisition, John Kulakowski, CEO of Senior Advisory Insurance Services, will become a Managing Partner in Integrity. Financial terms of the transaction were not disclosed.

"John has always been a high achiever and he quickly understood the vision of what we are building at Integrity," shared Bryan W. Adams, Co-Founder and CEO of Integrity Marketing Group. "Senior Advisory Insurance has already achieved remarkable success by treating their agents like a championship team. They can now give their team access to Integrity's omnichannel insurtech platform and full suite of resources, which will help them continue their growth and improve the lives of their agents and consumers. We're thrilled that Senior Advisory Insurance will now become part of our roster as we work to transform the insurance industry together and help more Americans protect their life, health and wealth."

After more than a decade of building strong relationships with agents and carriers, Senior Advisory Insurance has become renowned for high-quality service to its growing client base. The company provides Medicare products to the senior market in the Northeast region. Senior Advisory Insurance currently serves more than 20,000 Americans and it continues to experience impressive growth milestones each year.

"At Senior Advisory Insurance, our vision is to help families and support our members. We quickly realized that Integrity has an aligned vision," said John Kulakowski, CEO of Senior Advisory Insurance Services. "I am dedicated to growing and strengthening our team of agents with the resources and support they need to be successful. Integrity has the leading technology and platform to help us serve more people and ensure our company stays strong for years to come. I'm so excited about where Senior Advisory Insurance is headed now that we are part of Integrity."

Senior Advisory Insurance will expand its opportunities by joining Integrity's rapidly growing partner network. These industry leaders collaborate on best practices and strategies to improve the insurance process for stakeholders and consumers.

In addition, Integrity's omnichannel insurtech platform and proprietary resources are now available for Senior Advisory Insurance to utilize. The innovative platform encompasses quoting and enrollment systems, CRM, product development, and extensive data and analytics capabilities. Integrity's business infrastructure of shared services creates bandwidth for the Senior Advisory Insurance team to focus valuable time on growth strategies. These shared services include IT, human resources, legal and compliance, and access to a world-class advertising and marketing agency.

All Integrity partners can offer their employees meaningful company ownership through the [Integrity Employee Ownership Plan](#).

“An Integrity partnership not only provides me with the platforms I need to take our business to the next level — it also gives my employees the benefits they deserve,” explained Kulakowski. “The Integrity Employee Ownership Plan will empower my team to move forward with a shared vision for the future, and we can’t wait to get started.”

For more information about Senior Advisory Insurance Service’s partnership with Integrity, view a video at www.integritymarketing.com/SeniorAdvisory.

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 Senior Advisory Insurance Services

Senior Advisory Insurance Services, headquartered in Cicero, New York, is one of New York’s leading Medicare Advantage and Supplement providers. The company focuses on helping Medicare beneficiaries select the appropriate plan to meet their healthcare needs. For more information, visit www.senioradvisoryinsurance.com.

Media Contact:

Rachel Aird, Public Relations Director
Integrity Marketing Group
press@integritymarketing.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.

John Kulakowski

Managing Partner



John Kulakowski is the CEO of Senior Advisory Insurance Services and a Managing Partner at Integrity.

Prior to starting Senior Advisory Insurance Services, John graduated from Syracuse University in 1992 with a bachelor’s degree in illustration and design. Immediately after graduating, he began working in the accident and health insurance business and quickly became a national leader as an agent and sales manager.

John has extensive experience in providing group health insurance for small and large companies, a firm understanding of network security as it relates to matrix switch and protocol analyzer technology. He is also highly skilled at strategic design, budget negotiations and security network layout plans for middle to large corporations. As a leasing executive for one of the largest privately held mall developers in North America, John helped bring new retailers to the portfolio and was responsible for the preparation, negotiation and the finalization of lease proposals to maximize revenue.

John started Senior Advisory Insurance Services in 2004. He is dedicated to helping seniors and qualified Medicare beneficiaries navigate their Medicare Advantage, Part D and Medicare Supplement plan options. The company is considered one of the leaders in the New York market.

John and his family currently reside in Upstate New York. He enjoys spending time with his wife and three sons on their boat, on vacations and at sporting events.

