

# Press Kit

Integrity Marketing Group Acquires Insurance Marketplace Agency



October 4, 2022



## Integrity Expands Mission to Serve All Americans by Partnering with Insurance Marketplace Agency

Addition of community-focused agency with unique service model to Integrity platform will help more seniors gain access to crucial health coverage and resources

**DALLAS - OCTOBER 4, 2022 -** Integrity Marketing Group, LLC (“Integrity”), a leading distributor of life and health insurance, and provider of wealth management and retirement planning solutions, today announced it has entered into an agreement to acquire [Insurance Marketplace Agency](#), an independent marketing organization (“IMO”) based in Portland, Oregon. As part of the acquisition, Dianne Faligowski, CEO of Insurance Marketplace Agency, will become a Managing Partner at Integrity. Financial terms of the acquisition were not disclosed.

Faligowski immigrated to the United States from the Philippines in 2001 to create her own path to success. She founded Insurance Marketplace Agency shortly thereafter to provide Medicare and health insurance marketplace products in the Pacific Northwest. Since 2015, Insurance Marketplace Agency has been part of a select group hand-picked by the State of Oregon to receive grants to help residents find and access health benefits. The agency has since expanded across multiple states, with a reputation for helping those community members who need it most. Insurance Marketplace Agency’s unique service model maintains relationships across all aspects of each client’s needs. Through an ongoing presence within community organizations, agents also help clients utilize their health plans to connect with providers and services.

“Dianne Faligowski has demonstrated that with the right mindset, a strong work ethic and a servant’s heart, you can achieve anything,” shared Bryan W. Adams, Co-Founder and

CEO of Integrity. “The work Dianne and her team do is crucial to the wellbeing of their community. She truly embodies the American Dream — her work and caring spirit are an inspiration. Integrity’s industry-leading insurtech resources will make Dianne’s team more effective in the way they serve clients and conduct business, which will help them change even more lives for the better. I’m proud to be welcoming Dianne and all the Insurance Marketplace Agency team members into our Integrity family.”

“Our agency consists of thoughtful, committed individuals with a fierce desire to serve and protect our clients,” explained Dianne Faligowski, CEO of Insurance Marketplace Agency. “Portland is known for its diversity and service-oriented community. We work hand in hand with our community partners to connect clients with resources and services that improve their lives. Just like Integrity, our mission is to make health insurance processes simpler and more human. Through this partnership, we can serve even more people and make a larger impact on our community. We’ve just scratched the surface of what we can do together, and I can’t wait to expand our reach across the nation.”

As part of Integrity, Insurance Marketplace Agency can better equip its agents with capabilities and technology that help provide clients with the highest quality of insurance products and services. This broad suite of resources and systems includes Integrity’s proprietary MedicareCENTER and Mobile App, precise data and analytics, and access to Integrity’s world-class advertising and marketing offerings. Insurance Marketplace Agency

can scale faster and take full advantage of new market opportunities by transferring administrative tasks to Integrity's shared business services. Areas of support include People & Culture, Technology & Innovation, finance, legal and compliance.

Faligowski becomes the newest member of the Integrity partner network, a body of experts who craft solutions and implement best practices to better protect the life, health and wealth of all Americans. Collaboration between these respected industry leaders is improving all aspects of insurance and financial services and helping more consumers plan for the good days ahead.

Integrity's full range of partner benefits also includes the exciting addition of meaningful employee ownership through the [Integrity Employee Ownership Plan](#).

For more information about Insurance Marketplace Agency's partnership with Integrity, view a video at [www.integritymarketing.com/InsuranceMarketplace](http://www.integritymarketing.com/InsuranceMarketplace).

#### About Integrity Marketing Group

Integrity, headquartered in Dallas, Texas, is a leading distributor 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 nationwide distribution network. Integrity's nearly 6,000 employees work with approximately 500,000 agents and advisors who serve more than 11 million clients annually. In 2022, Integrity will help carriers place almost \$20 billion in new sales and oversee more than \$30 billion of assets under management and advisement through its RIA and broker-dealer platforms. For more information, visit [www.integritymarketing.com](http://www.integritymarketing.com).

#### About Insurance Marketplace Agency

Insurance Marketplace Agency, headquartered in Portland, Oregon, is a young, diverse and mission-driven group with a fierce dedication to serving and supporting clients. Since 2015, Insurance Marketplace Agency has been one of a limited number of health insurance agencies selected by the state's Department of Consumer and Business Services to receive grants to help Oregonians enroll in health plans. They assist eligible people in enrolling in state and federal financial assistance programs. They also have extensive partnerships in the community, which increase people's ability to access care and services. For more information visit [www.insurancemarketplaceagency.com](http://www.insurancemarketplaceagency.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.



# Dianne Faligowski

Managing Partner



Dianne Faligowski is CEO of Insurance Marketplace Agency and a Managing Partner at Integrity.

After earning her bachelor's degree in Education in 2001, Dianne moved from the Philippines to the United States to achieve the American Dream. As the youngest of 10 kids, Dianne learned to be an entrepreneur with faith, hard work, patience and passion as keys to success. Today, she has built a premier health insurance agency leading by these principles on a daily basis.

Dianne is a proud leader of her diverse groups of agents in the Pacific Northwest, providing services in many languages such as Tagalog, Spanish, Russian, Mandarin, Vietnamese, Korean, Hindi and Romanian. Together, they serve traditionally marginalized communities. Dianne is a strong advocate for inspiring and influencing those from diverse backgrounds, including women and immigrants, to find success and achieve their dreams through insurance. She partners with and serves on the boards of several charities and local community groups dedicated to helping disenfranchised local members.

Dianne currently lives in Beaverton, Oregon with her husband, Tyler, and their three kids, Andrew, Aiden, and Ashton. Together, they enjoy fishing, golfing, traveling and eating amazing foods throughout Portland.



