

# Press Kit

Integrity Marketing Group Acquires Easy Street Insurance



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## Easy Street Insurance Joins Integrity to Provide Enhanced Solutions for Seniors

Medicare-focused leader with a passion for exceptional service will flourish through Integrity's strategic partnerships and expansive technology offerings

**DALLAS – MARCH 28, 2023** – 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 acquired [Easy Street Insurance](#), an independent marketing organization (“IMO”) based in Indianapolis, Indiana. As part of the acquisition, Sandra Carrasquillo, President of Easy Street Insurance, and Jess Carrasquillo, Vice President of Easy Street Insurance, will become Managing Partners in Integrity. Financial terms of the acquisition were not disclosed.

“Easy Street Insurance has become a highly respected and influential leader in the senior insurance market through their dedication to service and resilience in overcoming obstacles,” shared Bryan W. Adams, Co-Founder and CEO of Integrity. “At Integrity, it is our mission to shape the future of the life, health and wealth industries in ways that help more Americans make the most of what life brings. Easy Street Insurance is a wonderful addition to our partner network and will help us make an even bigger difference in the lives of the people we serve together. Sandra and Jess will continue doing what they do best, while gaining the growth opportunities and scale that come from joining an industry innovator. Our Integrity family just got stronger with these amazing leaders on board.”

Easy Street Insurance has been an influential Medicare provider for more than two decades. Sandra Carrasquillo founded the company after recognizing how important navigating Medicare is — especially for new enrollees — and has worked to cultivate a relaxed, informative and service-centered environment that puts clients first. Known for nurturing

long-term client relationships, Easy Street Insurance specializes in simplifying the Medicare process and guiding clients to optimal coverage solutions for their needs.

“We have built this business one act of service at a time,” said Sandra Carrasquillo, President of Easy Street Insurance. “Now, we’re ready to launch Easy Street Insurance into the future, and Integrity is the clear path for our next phase of growth. Our client service is exceptional — it truly sets us apart. By joining Integrity, our focus stays on clients rather than on administrative tasks. I’m also excited to gain access to Integrity’s sophisticated platform of technology, resources and systems to help our agents perform more effectively. Joining Integrity is a gift that almost feels too good to be true, and we can’t wait to get started.”

“Making a difference in people’s lives is what made me love this business,” said Jess Carrasquillo, Vice President of Easy Street Insurance. “Integrity cherishes the same core values we do, which makes us even more confident and excited about our decision to partner. Many of our colleagues who have joined Integrity say it is the greatest business decision they’ve ever made, and we’re eager to join them. Integrity’s powerful solutions will supercharge our business and provide the support Easy Street Insurance needs to reach higher goals. With Integrity at our side, we know our growth potential is unlimited.”

Integrity’s best-in-class platform is built to help agents and advisors maximize their time and resources to serve more Americans. Solutions include the proprietary MedicareCENTER and Mobile App with robust customer relationship management

systems, as well as world-class marketing and advertising guidance. Easy Street Insurance also receives comprehensive administrative support through Integrity's expansive system of shared services. Areas of support include Technology & Innovation, People & Culture, accounting, legal and compliance.

Easy Street Insurance will benefit from Integrity's growing network of strategic partners. Working together, this multifaceted and innovative group is leading the way in designing forward-looking solutions that protect the life, health and wealth of all Americans. As a collaborative and supportive team, these industry icons have joined forces to help more consumers plan for the good days ahead.

The [Integrity Employee Ownership Plan](#) further enhances these benefits, providing Easy Street Insurance the opportunity to offer employees meaningful ownership in Integrity.

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

#### About Integrity

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 of more than 500,000 agents and advisors, 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. In 2022, Integrity helped carriers place over \$22 billion in new sales and oversaw more than \$40 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 Easy Street

Easy Street Insurance is a full-service insurance agency headquartered in Indianapolis, Indiana. For more than 20 years, the company has helped thousands of seniors secure Medicare coverage that best fits their individual needs. Easy Street Insurance is recognized as one of the leading agencies in the Midwest focused on the senior market. Its experienced team of leaders and agents treats clients with the utmost respect, with quality service anchored by core values of honesty and integrity. For more information, visit [www.easystreetins.com](http://www.easystreetins.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.



# Sandra Carrasquillo

Managing Partner



Sandra Carrasquillo is President of Easy Street Insurance and a Managing Partner at Integrity.

Sandra grew up in central Iowa and attended the American Institute of Business in Des Moines, Iowa, where she took computer programming courses. Later, she obtained a degree in Christian education from Asbury University in Wilmore, Kentucky. Sandra worked for the City of Des Moines for three years before embarking on Christian missions. While working for a worldwide mission agency, she obtained a master's degree in business management.

Sandra began her career in the insurance industry in 1996 and was a successful agent right from the start. She soon opened Easy Street Insurance with her first husband, Andrew. When Andrew passed away in 1999, she continued to grow the agency as a single mom of two young boys. Today, with over two decades of experience, Easy Street Insurance is one of the leading full-service agencies in the Midwest senior market. Sandra leads the company with her second husband, Jess Carrasquillo, who joined her in the insurance business shortly after their marriage in 2001. Her son, Avery, is also heavily involved in the business as an agent.

Sandra and Jess live near Indianapolis, Indiana. When not working to grow Easy Street Insurance, they enjoy taking vacations to Mexico and spending time with their family.



# Jess Carrasquillo

Managing Partner



Jess Carrasquillo is Vice President of Easy Street Insurance and a Managing Partner at Integrity.

Jess grew up in Chicago with a passion for sports. He played football and wrestled in high school and participated in four years of collegiate wrestling while attending the University of Indianapolis. Deciding to stay in Indiana, he went on to raise three children while spending more than 15 years heading environmental services departments at major hospitals in the greater Indianapolis area.

When he married Sandra, he was ready for a professional change. He obtained his insurance license and joined Sandra in helping her grow and manage Easy Street Insurance. His innate ability to engage with people combined with his strengths in networking and building relationships has made him a natural fit for the insurance industry. With a genuine love for people and a complementary and competitive personality, Jess has been instrumental in the exponential growth of Easy Street Insurance. His tried-and-true sales method of engaging first before selling has proven highly successful, both in his own career and for the agents he has trained.

Jess and Sandra live near Indianapolis, Indiana. Together, they enjoy traveling and spending as much time as possible with their family.



