

# Press Kit

Integrity Marketing Group Acquisition of New Horizons Insurance Marketing



## Integrity Marketing Group Expands Further by Partnering with New Horizons Insurance Marketing

Partnership provides exciting growth opportunities for the next generation of leaders, while providing ownership to all New Horizons employees

**DALLAS** (July 21, 2020) Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, announced today its acquisition of New Horizons Insurance Marketing, Inc. (“New Horizons”), one of the country’s most respected family-owned insurance marketing organizations (IMOs) focused on serving the Medicare market.

Beginning with a partnership formed in 1981 between Jeff Sams and John Hockaday, New Horizons now serves more than 10,000 life and health insurance agents. Jeff Sams, CEO, and John Hockaday, COO, both Principals, will continue to lead operations of New Horizons, their brokerage division, and Sams/Hockaday & Associates, their career division. Financial terms of the transaction were not disclosed.

“Jeff and John are true visionaries that saw other like-minded agents who needed deeper support, and they built a business to meet those needs. They are two of the most agent-focused leaders I’ve ever met, and it’s the secret sauce to their record sales growth,” said Bryan W. Adams, Co-Founder and CEO of Integrity. “Much of their strength comes from their heart for clients, helping them prepare for some of the toughest days of their lives. As the newest partners of Integrity, they will now be able to help more families than ever before and are great examples to us of true servant-leaders.”

“Integrity’s achievements are undeniably the talk of our industry. Why wouldn’t you join with the magnitude behind this partnership, including collaboration with industry legends and

developing exclusive national products with major carriers?” said Jeff Sams, Co-Founder & CEO of New Horizons. “Now we get to lock arms as partners, and pull all in the same direction, all on the same team, with the ability to capitalize on our various strengths. New Horizons is stronger with Integrity and this has given me a new spark to my career!”

“As an Integrity Partner, we can now focus on the things that we really do best and serve more agents in the senior market,” added John Hockaday, Co-Founder & COO of New Horizons. “When you look at what Integrity has put together, having great agencies all over the country pulling together, all working for the same cause, all trying to lift one another up — it’s special. We couldn’t wait to get this deal done and are excited to be part of the Integrity family,” continued Hockaday.

Through Integrity’s partnership benefits, New Horizons will be able to streamline its business functions by integrating with Integrity’s extensive infrastructure and utilizing its platform of resources and services, including human resources, lead generation, compliance, IT, social media and operational areas of support. New Horizons will also have access to the diverse and exclusive products available only to Integrity partners, as well as the support of industry-leading sales and marketing systems.

“With Integrity coming alongside us and taking some operational things off our plate, I get to focus on my strengths and what can scale this business in a big way — helping our agents serve more clients,” said Michael Sams, Director of Sales Training and Development

for New Horizons. “When you’re on your own as a stand-alone IMO, you’re cautious before investing money back in the business because every dollar spent comes out of your own pocket. But with Integrity, you benefit from the major investments already made for the platform.”

“Scale matters more than ever before and now that we’re on the Integrity rocket ship, we all see the business and the industry differently,” said Luke Hockaday, Director of Medicare Supplement Sales for New Horizons. “Doors are opening I didn’t know existed. With Integrity, we have the resources behind us that will enable us to grow and we’re going to do it faster than we could on our own.”

“The icing on the cake was learning about Integrity’s [Employee Ownership Plan](#),” said John Hockaday. “We could not have done something like this on our own. It was hard enough figuring out a way to pass this business onto our sons, but now all the amazing people who work here have a stake in the game in a much larger business. It helps us leave a remarkable legacy for those who have worked so hard to build New Horizons into such a successful business.”

“When you have an already successful company like New Horizons, it’s not always easy to see opportunities that you might be missing by being part of something bigger,” said Steve Young, Chairman of the Board of Integrity. “Jeff and John quickly captured the vision of what we’re working to build at Integrity. Partnering with Integrity, they’ll have access to tools and resources that can help them focus more on doing what they do best, while we support the rest. We are excited to welcome them to the Integrity family.”

For more information about Integrity’s acquisition of New Horizons and to view the announcement video, please visit [integritymarketing.com/newhorizons](https://integritymarketing.com/newhorizons).

#### [About Integrity Marketing Group](#)

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on serving Americans. Integrity develops exclusive products with insurance carrier partners and markets these products through its distribution network that includes other large insurance agencies throughout the country. Integrity’s almost 1,200 employees work with more than 275,000 independent agents who service over 5 million clients annually. In 2020, Integrity expects to help insurance carriers place more than \$3 billion in new premium. For more information, visit [integritymarketing.com](https://integritymarketing.com).

#### [About New Horizons](#)

Founded in 1981 and headquartered in Decatur, Illinois, New Horizons provides the tools, technology and support to help agents and their clients achieve financial security and long-term success. New Horizons is one of the nation’s leading Senior Market-focused IMOs, specializing in the Medicare market, with an extensive network of more than 10,000 life and health insurance agents. For more information, visit [newhorizonsmktg.com](https://newhorizonsmktg.com).

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# Bryan W. Adams

Co-Founder, CEO

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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.

# Jeff Sams

Managing Partner



Jeff is CEO and Principal of New Horizons Insurance Marketing and a Managing Partner at Integrity Marketing Group.

He began his journey in the insurance industry in June of 1981 while attending Millikin University. Two years later, he became Managing General Agent with Standard Life, then Regional Director and finally National Marketing Director in 1988.

In 1981, Jeff started Sams/Hockaday & Associates with John Hockaday, which grew to more than 30 captive agents and led to the development of New Horizons Insurance Marketing in 1993. Jeff is most passionate about short- and long-term care and co-wrote the e-book *How to Sell Short-Term Care Insurance with Confidence*.

He is a former president of Central Illinois Health Underwriters and is active in numerous civic and charitable associations. Jeff is the proud father of three children: Jake, Michael, and Jessi. He enjoys spending time with his children and eleven grandchildren at the family horse ranch, Sams Ranch, or at their property at Lake of the Ozarks.

# John Hockaday

Managing Partner

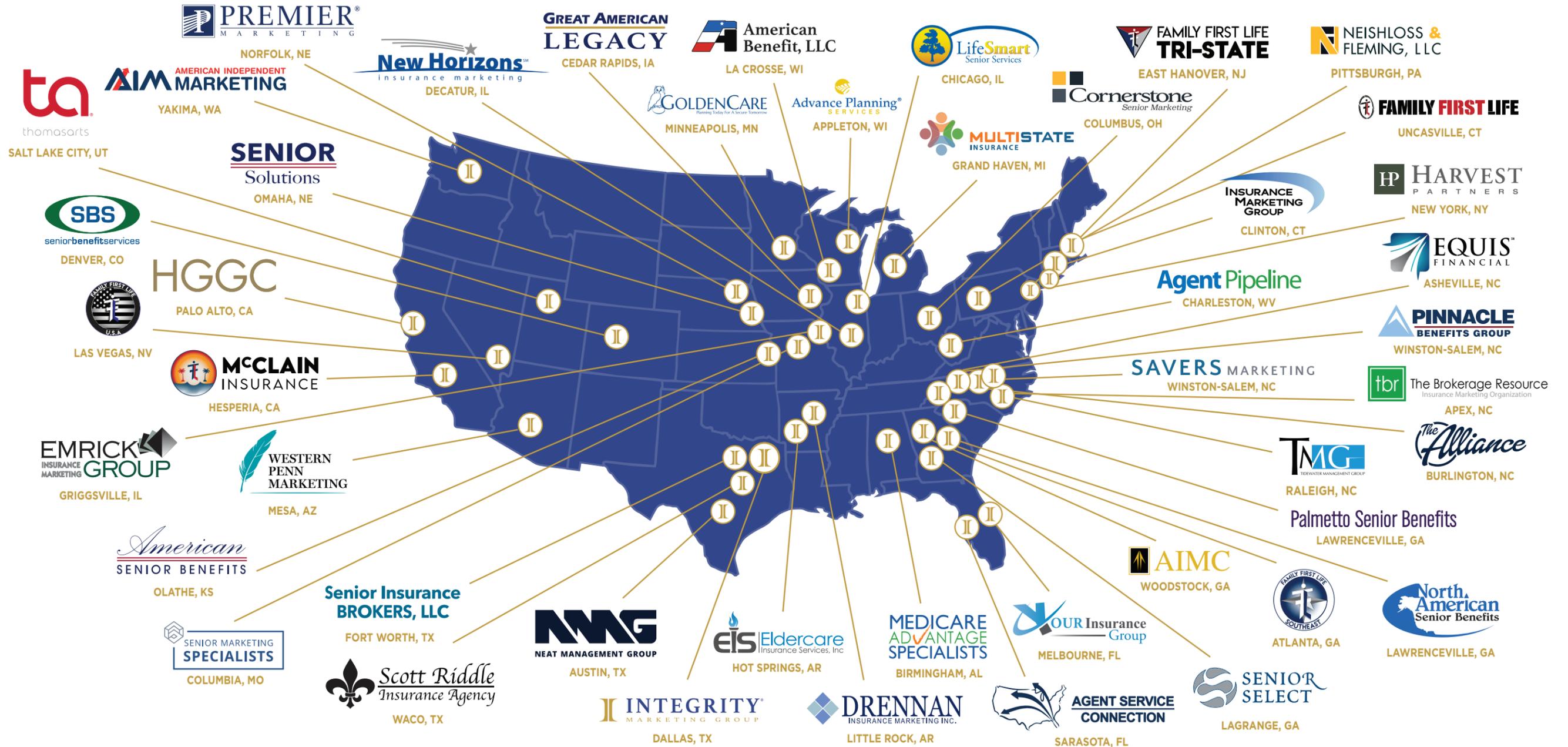


John is COO and Principal of New Horizons Insurance Marketing and a Managing Partner at Integrity Marketing Group.

After serving clients himself for many years, John realized the need to expand. In 1981, he and Jeff Sams became co-founders of Sams/Hockaday & Associates, which they grew to a staff of more than 30 agents. That local agency continues to grow and service the needs of local seniors in the heart of central Illinois.

Twelve years after the conception of Sams/Hockaday, John and Jeff started another venture – a senior insurance marketing company, New Horizons. John and his team have extensive experience serving more than 10,000 Medicare, life insurance, long-term care and annuity producers.

John co-wrote the e-book *How to Sell Short-Term Care Insurance with Confidence* and enjoys coaching agents through underwriting and the changing flows of the insurance market. He resides in Forsyth, Illinois with his wife Cheryl and is the proud father of four children. He enjoys spending time with his four grandkids and hopes for more to join the family.





[View more photos](#)



Integrity has the same vision of agent support we have. So, when we realized our values also aligned perfectly, we knew we had to become partners!

Jeff Sams (Managing Partner)  
CEO, New Horizons



Partnering with Integrity allows us to focus more than ever on what's best for our agents and build a legacy better than anything we could imagine.

John Hockaday (Managing Partner)  
COO, New Horizons



Jeff and John are true visionaries who built an agent-focused business. With the Integrity Effect, their leadership will propel this top-notch team to amazing growth.

Bryan W. Adams  
Co-Founder & CEO, Integrity Marketing Group



One of the best things I have done in my career was joining Integrity. It's like Christmas morning, opening all the presents Integrity has to offer.

Mike White (Managing Partner)  
Founder & Principal, AIMC



Jeff and John wrote the book on successful partnerships. Their leadership exemplifies the qualities of integrity, hard work, class and professionalism.

Dan McNerney (Partner)  
Founder, McNerney Management Group



Joining Integrity is more than a business gig — it's becoming part of a family. The circle is complete now that Jeff and John have joined us. I feel blessed to call them partners.

Anthony Chapman  
Vice President (Medicare), Integrity Marketing Group