

# Press Kit

Integrity Marketing Group Acquires Best Value Insurance



## Integrity Extends Reach in the Northwestern United States with Addition of Best Value Insurance

Integrity's innovative technology platform provides Best Value agents with industry-leading tools for accelerating growth

**DALLAS** – December 22, 2020 – Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced it has acquired Best Value Insurance Services, Inc. (“Best Value Insurance”), one of the largest health insurance brokerages in the Northwest. As part of the transaction, Best Value Insurance Founder and President Jay Ebert will become a Managing Partner with Integrity. Financial terms of the transaction were not disclosed.

Best Value Insurance, headquartered in Ferndale, Washington, is a leading independent distributor of health insurance products focused on serving at-or-near retirement age Americans. Best Value Insurance works with hundreds of independent agents who service more than 15,000 Americans annually. In 2020, Best Value Insurance expects to help insurance carriers place more than \$30 million in annual premium.

“Jay has a passion for serving agents and ensuring their needs are always met,” said Bryan W. Adams, Co-Founder and CEO of Integrity. “He grew his business from the ground up and can expect that growth to skyrocket as an Integrity partner. Jay will now sit at the table with a formidable group of experts and trailblazers who are part of the strongest marketing team in the industry. I couldn’t be prouder to welcome Best Value Insurance as our partner.”

“Our philosophy has always been that agents come first, and Integrity operates exactly the same way,” shared Ebert. “As we explored Integrity’s partnership opportunities, it quickly became obvious that no matter how hard we worked, we would never be able to grow as quickly as we can with Integrity. This partnership provides the best outcomes for our agents through Integrity’s technology and resources, and the support we receive from other partners. We’re humbled, excited and invigorated to move forward.”

Becoming an Integrity partner provides Best Value Insurance access to Integrity’s best-in-class partner platform and resources. This includes their innovative MedicareCENTER enrollment platform and collaboration with the industry’s leading minds and decision makers through Integrity’s partner network. In addition, Best Value Insurance will now be able to leverage Integrity’s centralized business functions, including IT, compliance, legal, accounting, human resources and a full-service marketing and advertising firm.

“Best Value Insurance is respected throughout the industry for supporting the success of their agents and this decision to partner solidifies that commitment,” said Ryan Kimble, Managing Partner of Integrity and President of Agent Pipeline. “Because they now have Integrity’s incredible business resources behind them, they can build on that foundation while focusing on what matters most: organic growth through their outstanding team of agents. This is a partnership that benefits everyone involved.”

The advantages for agents and employees are significant. Best Value Insurance agents can utilize technology offerings such as online quoting, enrollment and CRM capabilities. Employees also qualify for meaningful company ownership through the [Integrity Employee Ownership Plan](#).

“The name says it all: Integrity,” continued Ebert. “Integrity’s commitment to agents means we can focus on the people we serve while Integrity takes care of the rest. There was no way we were going to miss out on this opportunity.”

For more information about Best Value Insurance’s decision to join Integrity, view a video at [www.integritymarketing.com/bestvalueinsurance](http://www.integritymarketing.com/bestvalueinsurance).

#### [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 more than 1,700 employees work with over 275,000 independent agents who service more than 6 million clients annually. In 2020, Integrity expects to help insurance carriers place \$3 billion in new premium. For more information, visit [www.integritymarketing.com](http://www.integritymarketing.com).

#### [About Best Value Insurance Services](#)

Best Value Insurance Services, Inc., headquartered in Ferndale, Washington, is a leading independent distributor of health insurance products focused on serving at-or-near retirement aged Americans. Best Value has developed a distribution network that includes independent agents and insurance agencies in 25 states, although primarily located in Washington, Oregon, Idaho and Montana. Working with more than 400 independent agents, Best Value expects to help insurance carriers place more than \$30 million in annual premium.

#### [Media Contact:](#)

Rachel Aird, Public Relations Director  
ThomasARTS  
[press@thomasarts.com](mailto:press@thomasarts.com)  
801-706-7005

#### [Partnership Inquiries:](#)

Eric Pederson, Vice President of Business Development  
Integrity Marketing Group  
[eric.pederson@integritymarketing.com](mailto:eric.pederson@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.

# Jay Ebert

Managing Partner

---



Jay Ebert is the Founder and President of Best Value Insurance Services and Managing Partner at Integrity Marketing Group.

At an early age, Jay secured and personally produced the first-ever Ken Griffey Jr. rookie baseball card set for the Seattle Mariners Organization. He also owned and operated a sports memorabilia shop and international distribution outlet in Bellingham, Washington. Jay later enjoyed a successful career at Mutual of Omaha where he helped Mutual of Omaha's Washington and Alaska agencies become some of the largest in the United States.

Jay's entrepreneurial spirit continued as he eventually founded Best Value Insurance, one of the largest health brokerages in the Pacific Northwest.

In loving memory of his daughter, Jay established the Chelsey Rae Ebert Trust, which provides annual scholarship awards to Whatcom County senior girls involved with basketball or volleyball. His generous philanthropic endeavors continue to this day.

Jay and his wife, Stephanie, split their time between Fountain Hills, Arizona, and Washington. Jay has four children and enjoys golfing and spending time with family, especially his grandchildren.



