

Fort Worth, Texas, March 2, 2018 - InsureZone Announces Purchase of the PIA West Market Access Program and forms Exclusive Market Access Partnership with PIA West

Fort Worth, Texas based InsureZone has completed an asset purchase of the PIA Pacific Northwest wholesale operation and has signed a long-term Marketing Agreement as the exclusive wholesale services partner of PIA West. Within this partnership, InsureZone plans to offer market access along with personal and commercial rating services to all agencies in the nine-state PIA West region. The new program has been branded "PIA Market Access" and all aspects of the sales, rating and service will be provided by InsureZone from its four offices around the U.S., including a new office to be opened in Vancouver, Washington near Portland, Oregon. The transaction, closed on February 22nd, marks the launch of InsureZone's 15th branded online insurance sales platform.

"Our goal in this partnership with PIA West is to provide technology to improve agents' ease of doing business," says InsureZone CEO John Pergande. "It's been our experience that the average independent agent can benefit substantially from minor improvements in the policy sales and servicing process, and our market leading insurance sales CRM and policy self-service portal, branded as the PIA Market Access program, gives these agents the leverage they need in order to profitably grow their independent agencies."

"We analyzed our structure and decided we needed to take the next step in growing the PIA Market Access Program (MAP), and we knew that the investment with a strategic partner was necessary," says PIA West President Bill Prentiss. "Our partnership selection criteria included; additional markets, improved technology, higher commissions, and quality service. After interviewing several market providers, the Association, and thus its members, made the decision to partner with InsureZone. InsureZone met all of our future growth criteria especially the addition of several markets - providing our members with more choices. Moreover, our partnership frees up working capital which can now be used to further other association projects."

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