

Inszone Insurance Services Welcomes Southerland and Associates, Inc., Expanding Presence in Texas

December 11, 2024 02:00 PM Eastern Standard Time

SACRAMENTO, Calif.--(BUSINESS WIRE)--Inszone Insurance Services, a rapidly growing national provider of commercial, personal, and benefits insurance, is pleased to announce the acquisition of Southerland and Associates, Inc., a respected agency based in Austin, Texas. This strategic acquisition strengthens Inszone's footprint in Texas, enhancing the company's ability to provide personalized service and diverse insurance solutions to clients in the Lone Star State and beyond.

“Cynthia has built an agency with deep roots in the DFW and Austin community, and a commitment to personalized client service that aligns perfectly with our values. We look forward to continuing her legacy and providing enhanced resources and support to her clients.”

Founded in 1983 by Cynthia Southerland, Southerland and Associates has built a strong reputation over four decades of dedicated service. With a balanced focus on both Property & Casualty and Life & Health insurance, the agency has specialized in serving small to medium-sized businesses, particularly young entrepreneurs in Austin's vibrant startup community. With a large portion of their clients being in the commercial lines space, they have nurtured relationships that span three generations of clients.

Cynthia began her journey in the insurance industry over 43 years ago, initially helping a friend automate their firm. Starting as a Customer Service Representative, she obtained her insurance license and quickly became a trailblazer in a male-dominated industry. Embracing a cross-selling mentality early on, Cynthia blended Property & Casualty with Life & Health insurance, offering comprehensive solutions to her clients with a focus on small and medium-sized businesses.

"We are thrilled to welcome Southerland and Associates to Inszone," stated Chris Walters, CEO of Inszone Insurance Services. "Cynthia has built an agency with deep roots in the DFW and Austin community, and a commitment to personalized client service that aligns perfectly with our values. We look forward to continuing her legacy and providing enhanced resources and support to her clients."

Cynthia Southerland shared her thoughts on the transition: "After 43 rewarding years serving our clients, it was time to consider my exit strategy and retirement. The most important thing to me was finding a partner who matches our culture and philosophy of not just selling insurance, but genuinely taking care of clients. Inszone stood out

because of their shared values and broader reach beyond Texas, which is essential for our clients who do business nationwide. The transition process has been interesting, but with support from people like Tania at Inszone, we've felt truly welcomed. Everyone has been extremely delightful, and I am confident our clients will be well taken care of."

The acquisition allows Inszone to expand its offerings in Texas and provides Southerland and Associates' clients with access to a wider network of insurance carriers and resources. Clients can expect a seamless transition and continued access to personalized insurance solutions tailored to their unique needs, while also benefiting from Inszone's national presence and expertise.

As Inszone Insurance Services looks ahead, the company anticipates making further announcements of key acquisitions in the coming months, continuing its mission to provide outstanding insurance solutions to communities across the country.

About Inszone Insurance Services

Founded in 2002 and headquartered in Sacramento, California, Inszone Insurance Services is a full-service insurance brokerage firm that provides a broad array of property & casualty insurance and employee benefits solutions. With a strong, experienced management team, Inszone continues to grow organically and through acquisitions. With locations across California, Arizona, Colorado, Idaho, Illinois, Indiana, Kansas, Michigan, Missouri, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, and Washington, the company is looking to expand further throughout the United States.

For more information about Inszone, please visit www.inszoneinsurance.com.

Contacts

Inszone Insurance
Chris Walters – CEO
714-619-5620
cwalters@inszoneins.com