

Marshall+Sterling Acquires FitzGibbons Agency

Marshall & Sterling Enterprises, Inc., has acquired the assets of FitzGibbons Agency LLC, a third-generation independent insurance agency serving the Oswego and Onondaga communities. The agency was previously owned by Pathfinder Bank and John FitzGibbons.

“With this acquisition, we further solidify our strong presence in upstate New York,” said Marshall+Sterling President & CEO Eric Diamond. “The integration of the Hearn Agency, Jacksland Associates, and Mancino Insurance, alongside our 2023 acquisitions, positions us as a key player in the region.

“This expansion not only enhances our service offerings and client reach but also accelerates our momentum toward achieving our ambitious growth and profitability objectives,” Diamond added. “We remain committed to investing in opportunities that strengthen our competitive advantage and deliver long-term value to our clients and partners.”

“I have been fortunate to serve and grow as an insurance professional in my hometown for over 40 years, with a goal to deliver quality products and services to customers, many of whom are my neighbors and friends,” said owner John FitzGibbons

“Marshall+Sterling shares this same commitment with more than 160 years as an independently owned insurance agency. The alignment couldn’t be stronger with the vast knowledge, resources, and products Marshall+Sterling offers. Tara, myself, and our entire team are excited about what the future holds for our clients and our community, and we look forward to continued growth.”

[Marshall+Sterling](#), one of the 50-largest independent insurance brokerages in the U.S.1, also announced it is entering into an Enterprise Referral Agreement with [Pathfinder Bank](#), solidifying a valued partnership, and paving the way for continued collaboration.

Founded by George FitzGibbons in 1922, the agency offers a range of personal and commercial insurance services. With offices in Oswego and Baldwinsville, NY, the agency is deeply involved with local nonprofits and specializes in key niches aligned with Marshall+Sterling’s strengths.

All nine employees, including John and Tara FitzGibbons, will join Marshall+Sterling.

In addition to property & casualty insurance, Marshall+Sterling is a leader in employee benefits, risk management and wealth advisory services. In 2023, the company ranked as the second-largest property & casualty and health insurance brokerage in the Capital Region, [according to the Albany Business Review](#).

Founded in 1864, Marshall & Sterling Insurance has total annual written premiums in excess of \$1Billion. The 100% employee-owned company has more than 550 insurance

specialists in offices in New York, California, Michigan, Florida, Texas, Virginia, and the U.S. Virgin Islands. The company is a “Best Practices Agency” and is ranked among the top performers in the annual Best Practices Study conducted by the Independent Insurance Agents & Brokers of America (IIABA or the Big “I”) and Reagan Consulting.