

Relation Insurance Acquires SFBAG Employee Benefit Insurance Services

Chicago, IL, Dec. 2, 2024 — Relation Insurance Services (“Relation”) acquired the assets of SFBAG Employee Benefit Insurance Services, Inc. (“SFBAG”). The transaction went into effect on November 1, 2024; terms of the transaction were not disclosed.

“By partnering with Relation, we knew we could enhance our service to clients,” said John Cross, Principal of SFBAG. “Relation’s extensive national resources and wide network of carrier relationships provide our clients with the best coverage options available.”

Specializing in employee benefits, SFBAG is based in San Francisco, [California](#). John will continue managing that office as a valuable part of the Relation family.

“SFBAG has established an exceptional reputation for providing superior service to their clients, and Relation is honored to welcome them aboard,” said Tim Hall, Chief Executive Officer for Relation. “Their team brings invaluable long-term relationships and extensive experience in employee benefits solutions to Relation. They are a great fit for our culture and we are thrilled to have them join our team.”

About Relation’s Mergers & Acquisitions

Relation Insurance Services is actively seeking partnerships to expand its offerings, industry expertise, and geographic footprint. Relation offers a seat at the table to insurance entrepreneurs with equity ownership opportunities and a people-first approach that optimizes outcomes for employees and clients. For more information on joining the Relation family of brands, visit www.relationinsurance.com/partner-with-us.

About Relation Insurance Services

Relation Insurance Services is an insurance brokerage firm that offers superior risk management and benefits consulting services across the United

States. It is ranked by Insurance Journal within the top 25 largest agencies in the country by revenue and has approximately 1,350 employees across more than 100 locations nationwide. Relation is a privately held corporation backed by Aquiline Capital Partners, a private equity firm based in New York and London investing in businesses globally across financial services and technology. Visit: www.relationinsurance.com for more information.

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