

CRC Group acquires SLB

Insurance to grow Southeast

operations

Deal boosts binding authority capabilities in Florida and Louisiana



[*Insurance News*](#)

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Independent wholesale specialty insurance distributor CRC Group has announced the acquisition of SLB Insurance Group, a binding authority operation with offices in Florida and Louisiana.

Founded in 2000, SLB Insurance Group focuses on small to mid-market property and casualty, trucking, and personal lines insurance. Under the leadership of Darren [Marsh](#), Trevor Keyes, and Keith Hinson, CRC says that the company has established a reputation for market expertise and the adoption of innovative technology solutions.

Brennan Paris (pictured above), president of CRC Binding, said the acquisition aligns with CRC's objectives.

“Adding SLB to CRC Binding is an exciting step forward. Their production expertise and experienced leadership team align well with our goals of providing exceptional service and market access for our clients,” Paris said.

The SLB leadership team, including Marsh, Keyes, and Hinson, will remain in place and report to Paris. In a joint statement, they expressed optimism about the acquisition.

“We are thrilled to join the CRC Group family,” the trio said. “The alignment of our cultures ensures a seamless transition, and we're confident this partnership will drive continued

success for our teams. Becoming part of a larger organization allows us to leverage CRC's broad capabilities and technology platform, including robust tools, resources, and data-driven analytics.”

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The acquisition nearly doubles CRC Group’s presence in South Florida and strengthens its operations in Louisiana. It also marks CRC’s first acquisition since transitioning to an independent wholesale operation earlier this year, which it says reflects its strategic focus on growth and market leadership.

Neil Kessler, CEO of CRC Group’s wholesale division, said the acquisition represents a commitment to growth in 2025, the company’s first full calendar year as an independent broker.

“The addition of SLB reflects our commitment to smart, purposeful growth and is just the start of what promises to be a dynamic year. We have a strong lineup of acquisitions in the pipeline and are executing with urgency,” Kessler said.