

Hoping your year is coming to a successful close. Ahead of targets? Just behind? It's hard to calibrate, and commit to, annual goals at budget time. Our team spends an awful lot of time conjuring up scenarios, often 14-15 months in advance, to predict where we will end the following year at. While the year isn't quite over, I am happy to let you know that we are exactly on (an *aggressive* budget) target of where we told ourselves we could be. The mantra of "Plan Your Work, Work Your Plan" rings true as we embark on this process yet again for 2025.

While the books aren't quite wrapped up for 2024, we are ecstatic for our immense growth as a company during these last 12 months. As an enterprise, we have seen growth in nearly every segment. Sure, some are more juiced up than others, but as a whole, we are ending another awesome year at TrueNorth Companies.

Specific to First MainStreet Insurance (FMSI), a division of TrueNorth, good things continue to come our way. By the year's end, we will have achieved our annualized revenue goal and made key milestones with a large variety of projects. We have added a ton of amazing talent, both organically and via new partnerships, and we are gearing up for yet another amazing year ahead in 2025.

### **First MainStreet Insurance is pleased to announce the formation of 2 new partnerships!**

First, coming from Des Moines, Iowa, is **Downtown Insurance**. Jeremie Jordan becomes our newest partner inside of FMSI and has joined forces with us as we continue to strengthen our team. Jeremie has been the proud owner of Downtown Insurance for many years and comes to us a keen eye on future growth. Jeremie is a polished business owner and will bring many more years of entrepreneurial spirit to our platform.

Our next addition is a new partnership with **Lane Insurance**, located in Norwalk, Iowa. Mike Lane became a partner with FMSI on December 1<sup>st</sup> and has proudly run a thriving firm for many years. Located in one of the fastest growing cities in the state, Lane Insurance will be a massive addition to the FMSI family of agencies. For more than 45 years, the team at Lane Insurance has been a staple in their community. This is yet another generational-owned agency with Mike's father owning the business for years before Mike took over the reins. The legacy continues through Mike and he is also blessed to have not only his son, Dylan, involved in the business, but also his wife (Jill) and brother (Jim). A true legacy agency that we are proud to now call partners.

