

# AmeriLife's Senior Market Advisors Welcomes Parker Marketing Insurance to Expand Presence in the Medicare Advantage and Final Expense Markets

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Acquisition adds to AmeriLife's dynamic Health Distribution platform across the Southeast United States



NEWS RELEASE BY AMERILIFE

**CLEARWATER, Fla. and NASHVILLE, Tenn. | August 26, 2024 09:00 AM Eastern Daylight Time**

**Senior Market Advisors** (SMA), a fast-growing field marketing organization (FMO) in the insurance space and an affiliate of **AmeriLife** Group, LLC ("AmeriLife"), announced today that it has completed its acquisition of **Parker Marketing Insurance** ("PMI"). Per the agreement, terms of the deal were not disclosed.

"Daniel [Parker] and his team represent the kind of customer-focused care that we promote in every interaction our affiliated agents and agencies have with their clients," said Joshua Borders, CEO of Senior Market Advisors. "This partnership represents our shared values in meeting people where they are in their health insurance journey and helping them safeguard their assets for some of life's unexpected events."

Inspired by his experiences and what he learned from his father, Parker established his first insurance agency in 2016, focused on replicating a successful final expense business into the Medicare Advantage market. This pivotal decision led to PMI's Legacy Chassis—a primary brokerage model that benefits agents through a tiered lump sum model, enhancing recruitment efforts.

"AmeriLife's distribution platform offers robust layers of professionalism to ensure success for PMI's agents and customers," said Daniel Parker, owner and president of Parker Marketing Insurance. "This partnership will fuel my long-term vision, allowing me to continue my life's work for the people I serve, enabling continued growth, and enhancing agent success emphasized by the power and unity of AmeriLife's core values that prioritize the needs and success of others."

PMI's growing, nationwide agent network—specifically, across the southeast in Mississippi, Georgia, and Florida—is a testament to its focus and dedication to talent acquisition and best-in-class training protocols, which have developed some of the region's top producers.

AmeriLife provides partners with a business environment and distribution network characterized by efficiency, value, and access to teams of dedicated professionals working together to enhance their platform with productivity and profitability. This proves especially advantageous for companies like PMI focused on the Medicare and final expense sectors, where consumers search for peace of mind and customized solutions to address their healthcare needs and end-of-life expenses.

"Seeing our collaboration with Senior Market Advisors flourish through the years, and now with the inclusion of Parker Marketing Insurance, is exciting," added Scotty Elliott, Chief Distribution Officer of Health for AmeriLife. "This expansion highlights the robust nature of our expanding Health Distribution network, enabling us to assist more beneficiaries and establish new benchmarks in top-tier customer service within the industry."

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### **About Parker Marketing Insurance**

Parker Marketing Insurance helps people navigate the complex world of insurance, focusing on Medicare Advantage, Medicare Supplement, Medicare Part D, Dental & Vision Insurance, Hospital Indemnity, and Final Expense. Based in Meridian, MS, Parker Marketing Insurance is staffed by proven insurance professionals committed to providing consumers with highly personalized service. For more information, visit [www.pmiagents.com](http://www.pmiagents.com).

### **About Senior Market Advisors**

Senior Market Advisors (SMA) has been people over profits since 2007, by hard work and a commitment to "doing right" by the consumer. We have certainly knocked on our fair share of doors. We know the grit and determination involved in becoming a career agent. As a result, we are a fast-growing FMO, doubling our business each year for the past five years. For more information, visit us online at [www.SeniorMarketAdvisors.com](http://www.SeniorMarketAdvisors.com).

### **About AmeriLife**

AmeriLife's strength is its mission: to provide insurance and retirement solutions to help people live longer, healthier lives. In doing so, AmeriLife has become recognized as the leader in developing, marketing, and distributing life and health insurance, annuities, and retirement planning solutions to enhance the lives of pre-retirees and retirees across the United States. For over 50 years, AmeriLife has partnered with top insurance carriers to provide value and quality to customers through a distribution network of over 300,000 insurance agents, financial professionals, and over 100 marketing organizations and insurance agency locations nationwide. For more information, visit [AmeriLife.com](http://AmeriLife.com) and follow AmeriLife on [Facebook](#) and [LinkedIn](#).

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## Tags

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