

# Gordon Marketing Acquires SeniorHealthPro

**AMERILIFE**

Houston-based Medicare brokerage company and call center officially joins AmeriLife-affiliated FMO to extend personalized benefits solutions to a growing Hispanic population



## NEWS RELEASE BY AMERILIFE

### **NOBLESVILLE, Ind., CLEARWATER, Fla., and HOUSTON | September 24, 2024 09:05 AM Eastern Daylight Time**

**Gordon Marketing**, a national, independent, and family-owned field marketing organization (FMO) and an affiliate of **AmeriLife** Group, LLC (“AmeriLife”), announced today that it had acquired **SeniorHealthPro** Corporation (“SeniorHealthPro”), an independent marketing organization (IMO) and call center started by husband and wife team, Juan Carlos and Nohemi Mendez, focusing solely on Medicare Advantage products. Per the agreement, terms of the deal were not disclosed.

“We couldn’t be more thrilled to partner up with Juan, Nohemi, and the team,” said Rebecca Gordon, president of Gordon Marketing. “Their continued passion for serving the Hispanic senior market is unparalleled. Not only are they incredibly successful, but they are also kind people with integrity and a passion for the business. We are stronger together, and our future looks very bright!”

Motivated by the experience of caring for his parents and helping them navigate the complexities of Medicare, Juan Carlos launched his company to help other families gain the proper guidance to help their loved ones make essential healthcare and financial decisions.

“Our company was born from the love of family and the passion for helping others understand their options when making important health and financial decisions,” said Juan Carlos Mendez, owner and president of SeniorHealthPro. “That passion grew, and as we welcomed more employees and partnered with more insurance companies, it became clear that the next level of growth required deeper integration and innovation. AmeriLife’s focus on culture, best-in-class business environment, and extensive customer-centric distribution network was the best choice for us in the market.”

SeniorHealthPro has over 35 full-time employees and more than 60 agents licensed in nearly all 50 states, capturing leads through direct mail, social media, and radio advertising. With Gordon Marketing and AmeriLife, SeniorHealthPro will enjoy expanded access to tools and resources to boost its reach, productivity, and profitability.

"Juan Carlos and Nohemi's commitment and drive for SeniorHealthPro's success truly inspire us," said Scotty Elliott, Chief Distribution Officer of Health for AmeriLife. "This collaboration underscores the strength of our growing Health Distribution network, allowing us to support more diverse beneficiaries to secure their health insurance needs through exceptional dedication and customer service."

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### **About SeniorHealthPro Corporation**

Founded in 2008 by Juan Carlos Mendez and his wife, Nohemi Mendez, SeniorHealthPro is a leading health insurance agency based in Houston, TX. Inspired by his personal experience assisting his parents, Juan Carlos established the agency to empower seniors by providing clear understanding and access to Medicare benefits. SeniorHealthPro partners with numerous insurance companies across more than 30 states. With offices in Houston and Katy, TX, the company continues to grow, driven by its mission to offer expert guidance for seniors' health and financial decisions. For more information, please visit [SeniorHealthPro.com](https://SeniorHealthPro.com)

### **About Gordon Marketing**

Founded in 1980 by Dick and Margaret Gordon, Gordon Marketing is an award-winning field marketing organization (FMO) committed to serving thousands of independent insurance agents nationwide. A third-generation, family-owned and operated company, Gordon Marketing specializes in senior-related health and life insurance products and offers a complete portfolio of annuity, Medicare Supplement, and Long-Term Care solutions. From Medicare Basics and Advanced Compliance to other in-depth learning and development opportunities, Gordon Marketing offers the best-in-class training agents need to stay in business and succeed in the ever-changing insurance industry. For more information, visit [GordonMarketing.com](https://GordonMarketing.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](https://AmeriLife.com) and follow AmeriLife on [Facebook](https://Facebook.com/AmeriLife) and [LinkedIn](https://LinkedIn.com/AmeriLife).

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## Tags

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