

## **Carolina Heritage joins Relation Insurance Services**

### **Owner and junior partner to remain at the helm**



#### **[Insurance News](#)**

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**Aug 27, 2024**

Relation Insurance Services has snapped up the assets of Carolina Heritage Insurance for an undisclosed sum.

Carolina Heritage, which focuses on high-net-worth personal lines, operates out of South Carolina. Owner John Alagna and junior partner Cara Crouch will continue to lead operations at the Hilton Head Island office as it integrates into the Relation network.

Commenting on the transaction, Alagna stated: “In order to provide our clients with more resources, we needed to partner with a national brokerage firm that offered those services.

“Relation’s specialized expertise and broad network of carrier relationships offer our clients access to the best coverage options, plus their team of people were a great culture fit for us.”

Expanding its reach through strategic partnerships and acquisitions, Relation offers equity ownership opportunities to insurance entrepreneurs and prioritizes a people-first approach that benefits both employees and clients.

Tim Hall (pictured), chief executive of Relation, had this to say about the swoop: “Carolina Heritage has built an outstanding reputation in their community, and [Relation is proud to welcome them aboard](#).

“With longstanding relationships in their area, they bring a deep understanding of their clients’ needs and the ability to provide comprehensive insurance solutions. We are excited to welcome them to our team.”

A privately held insurance brokerage supported by private equity firm Aquiline Capital Partners, Relation employs around 1,350 professionals across more than 137 locations throughout the US. The business recently acquired the assets of H Group Benefits.

David Heller, president of H Group Benefits, shared earlier this year: “We were exploring ways to serve our clients in a more holistic way, and Relation was the right fit.

“Relation’s thoughtful, transparent culture and broad network of resources offer our clients access to the best coverage options and a superior service experience.”