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TRUENORTH EXPANDS PRESENCE THROUGHOUT THE GREATER DES MOINES AREA

(CEDAR RAPIDS, Iowa, August 2016) – Representatives from TrueNorth, Frank Berlin & Associates (FB&A), and Rowles, Hayes and Carney (RHC) announced this week that both FB&A and RHC will be adopting the TrueNorth name and brand to expand the firm’s presence throughout Central Iowa.

Alongside the RHC transition, FB&A will be undergoing a brand and name change as part of their natural and planned partnership with TrueNorth of nearly four years. Since 1968, FB&A has worked to build lasting relationships within the Des Moines area. By adopting the TrueNorth name, the firm will extend TrueNorth’s footprint and presence within the Des Moines marketplace. “We are very excited for this evolution. We are confident that this opportunity will be a positive move toward providing an exceptional client experience,” said FB&A Benefits Advisor, Bob Sapp.

With two locations in Perry, and Minburn, Iowa, the RHC agency can trace their history back nearly 80 years. RHC has established a reputation of trust, expertise and creative solutions regarding their property casualty and employee benefits practices. “Looking toward the future, we are convinced TrueNorth represents exceptional comprehensive financial and insurance performance with a view toward our clients’ needs,” said Bill Clark, partner and co-owner of RHC.

With 14 offices in 7 states, TrueNorth ranks as the 50th largest privately owned brokerage in the United States. “As we continue to broaden our regional footprint, our intention is to expand the TrueNorth presence throughout Central Iowa, using the West Des Moines location as a flagship office from which to grow,” said Duane Smith, President and CEO of TrueNorth, “with over 150 years combined, the reputations that both firms have established in the Central Iowa area create a strong foundation for continued longevity and success.”

As a continued focus of TrueNorth, growth strategy via acquisition will lead to future buyouts throughout the United States.

ABOUT TRUENORTH

TrueNorth® is an entrepreneurial insurance and financial strategies firm focused on providing integrated solutions to clients. Our firm specializes in assisting business and individuals with customized solutions for their insurance and financial strategies needs. For businesses we provide risk management/property casualty, employee benefits,

retirement plans, strategic continuation planning for business succession, consulting and education. We provide additional niche specific services for the construction, medical, and transportation industries. We provide individual solutions in personal home, auto, liability, financial planning and health insurance. Headquartered in Cedar Rapids with additional Iowa locations in Cedar Falls, the Greater Des Moines area, and the Quad Cities. Across the country, we have sales offices in Colorado, Illinois, Kansas, Michigan, Tennessee, and Texas. Learn more at www.truenorthcompanies.com.