
InsurMark receives infusion from Simplicity

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InsurMark now identifies as itself as ADO, or Advisor Development Organization. The repositioning reflects an emphasis on 'helping advisor-clients optimize the value of their business.'

InsurMark has sold an equity stake to Simplicity Financial Marketing Group Holdings, Inc., and thereby acquired the capital to complete its evolution from an insurance marketing organization to a “next-generation” independent distribution firm, InsurMark founder Steve Kerns announced this week in a release.

InsurMark now identifies as itself as ADO, or Advisor Development Organization. The repositioning is intended to reflect its emphasis on “helping advisor-clients optimize the value of their business and attain the lifestyle they desire,” the release said. Elite Advisor Group serves as a marketing consulting to InsurMark.

InsurMark, established in 1983 and headquartered in Houston, TX, specializes in distributing annuities and life insurance through financial professionals. Simplicity Group Holdings owns nine insurance distribution businesses and is one of the nation’s largest financial marketing organizations.

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