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**ASH BROKERAGE ACQUIRES TARGET INSURANCE SERVICES, INC.  
PARTNERSHIP IS ASH'S SECOND ACQUISITION OF 2018**

FORT WAYNE, INDIANA – Ash Brokerage, the largest privately held insurance brokerage in the United States, continues to grow with the acquisition of Kansas-based Target Insurance Services, Inc., the companies announced today.

Leaders say the partnership comes as a result of a long-standing relationship between the two firms, and they are excited for the opportunities ahead. Tim Ash, CEO of Ash Brokerage, said he and Target President Matt McAvoy have a lot in common, as they each lead businesses that were started by their fathers.

“Each were innovators and leaders in the brokerage space. Each entrusted us with carrying on the business and impacting lives. So, rather than continue to each do that on our own, we’re excited to do it together,” Ash said. “They’ve made their mark on the industry. It’s the caring nature of their employees that makes partnerships like this work.”

McAvoy agreed, saying, “Aside from being family businesses, our organizations have a common culture. We’re both mission-centered, trying to always do the right thing for the people we serve. By combining firms, a larger platform exists to jointly participate in the future of the insurance industry – ensuring consumers’ needs are met in a changing distribution environment. Our alignment with Ash Brokerage is an exciting time for me, our staff and customers.”

Under the acquisition, which was signed today, Target Insurance Services will begin transitioning to the Ash Brokerage brand and operations platform. Their advisors will also gain access to Ash Brokerage’s tools and business strategies, including enhanced technology for compliance and security in the wake of regulatory and marketplace demands. Target’s 30 employees will join the team at Ash, adding to their team of more than 400 professionals nationwide.

Financial details of this agreement will not be publicly disclosed as both firms are privately held.

This acquisition is the second since Ash Brokerage announced its partnership with Century Equity Partners in 2017, as a commitment to strategic growth. In March of 2018, Ash Brokerage announced the acquisition of Zenith Marketing Group, a firm based in Freehold, New Jersey. Ash continues to seek opportunities for mergers and acquisitions with successful, like-minded organizations.

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**About Ash Brokerage – [www.ashbrokerage.com](http://www.ashbrokerage.com)**

Ash Brokerage is a brokerage general agency based in Fort Wayne, Indiana, answering the needs of financial professionals nationwide. For life insurance, annuities, long-term care or disability income, Ash provides the tools and, more importantly, the people needed to get the job done right. For more than 45 years, the firm has built its success on strong, personal relationships with its clients and partners. Whatever the question. Whatever the need. Ash Answers.

**About Target Insurance Services, Inc. – [targetins.com](http://targetins.com)**

Target Insurance Services, Inc., was founded by Lou McAvoy in the 1960s as Louis J. McAvoy and Associates. One of the first companies to handle impaired risk business, the name was changed to Target Insurance Services in 1981 when Lou's son, Matt, joined the firm. The firm employs 30 employees in Kansas City, and sets itself apart by establishing and maintaining a culture of confidence and trust, and a focus on doing what's right for producing agents and their clients. The firm remains dedicated to Creating Successful Solutions for their customers.

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