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**Media Contact:**

Rachel Wender, 260-478-0747  
[Rachel.Wender@ashbrokerage.com](mailto:Rachel.Wender@ashbrokerage.com)

### **ASH BROKERAGE ACQUIRES BELL & ASSOCIATES CONSULTING**

*Acquisition is Ash's third in 18 months as part of a commitment to strategic growth*

FORT WAYNE, INDIANA – Ash Brokerage, the largest privately held insurance brokerage in the United States, continues to grow with the acquisition of Arizona-based Bell & Associates Consulting, the companies announced today.

Leaders say the partnership is grounded in a common culture, with a family-run foundation built on more than 40 years of industry experience. Tim Ash, CEO of Ash Brokerage, expressed that both organizations are like-minded and growth-oriented, with a desire to create a larger impact on the insurance industry.

“Ash and Bell are stronger together than apart,” Ash said. “Working with our combined organizations, our advisors and employees will see greater opportunities and a meaningful, positive impact on their experience. The Bell leadership team sought a partnership with a firm who shares their passion for education, relationships and innovation. Both firms have a proven track record in our industry and are excited to bring solutions and great experiences to our collective advisors.”

J.T. Bell, managing partner of Bell & Associates, agreed, saying, “As a boutique firm focused on accumulation and advanced planning strategies, we’re excited to leverage the resources the Ash partnership provides. This combined strength will amplify our strategy of educating the advisor partners we serve at our renowned advisor gatherings and beyond. We could not have picked a better partner and are thrilled to embrace our new family at Ash. The best years are yet to come.”

Under the acquisition, Bell & Associates will keep their brand and operations platform. Their advisors will also gain access to Ash Brokerage’s tools, including enhanced technology for compliance and security in the wake of increased regulatory and marketplace demands. Bell’s 15 employees will join the team at Ash, adding to their team of more than 450 professionals nationwide.

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

This acquisition is Ash’s third in 18 months. In 2018, Ash Brokerage acquired Zenith Marketing Group, a firm based in New Jersey, and Target Insurance Services, based in Kansas. Ash continues to seek opportunities for mergers and acquisitions with successful, like-minded organizations.

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**About Ash Brokerage – [ashbrokerage.com](http://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 almost 50 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 Bell & Associates Consulting – [wbassoc.com](http://wbassoc.com)**

Bell & Associates teaches advisors creative strategies to increase their revenue and referrals while reducing taxes for their clients. Incorporated in 1981, Bell & Associates has grown a one-man operation into a robust business, inspiring financial advisors throughout the country to amplify their success.

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