

Press Kit

Integrity partners with Stockton Agency



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Stockton Agency Partners with Integrity to Amplify Agent Opportunities and Training Resources

Integrity partnership offers Medicare agency new opportunities for growth and expansion through utilization of proprietary technology platform

DALLAS - JULY 25, 2023 - Integrity Marketing Group, LLC (“Integrity”), a leading distributor of life and health insurance, and provider of wealth management and retirement planning solutions, today announced it has partnered with Stockton Agency, a leading independent marketing organization (“IMO”) based out of Bentonville, Arkansas, and led by Russ Stockton, President, and Rachel Stockton, Vice President. Financial details of the transaction were not disclosed.

“At Integrity, we’re developing advanced technology and resources for brokerages like Stockton Agency that is specifically designed to keep them at the forefront of Medicare and support them for years to come,” said Bryan W. Adams, Co-Founder and CEO of Integrity. “Many successful companies have already discovered that partnering with Integrity is a winning formula! The accelerated innovation our team is constantly developing is specifically designed to empower agencies to serve clients more efficiently. Russ and Rachel are wonderful examples of leaders who serve their customers with honesty and transparency and now I can’t wait to see how joining Integrity and accelerated growth will help Stockton Agency reach even greater heights.”

With more than four decades in the industry, Stockton Agency has exhibited steady growth as its agents help seniors get the most out of their Medicare coverage. The agency provides Medicare Advantage and Medicare supplement plans to seniors across Arkansas and Missouri. The dedication of its team to earning client trust through honesty and transparency has generated countless longstanding client relationships. Many of Stockton Agency’s clients have been with them for 20 years or more.

“At Stockton Agency, we focus on protecting families and Integrity offers us the most end-to-end capabilities to help American families more holistically protect their life, health and wealth,” explained Russ Stockton, President of Stockton Agency. “I’ve been so impressed with Integrity’s ability to utilize technology to heighten the level of service we can provide in the insurance industry. Integrity offers extensive support and constant product development, all designed to help our agents stay updated with best-in-class resources and the most effective systems. I’m confident that partnering with Integrity will lead to exponential growth for our business. It will be a win-win for both our agents and customers.”

Stockton Agency can now access Integrity’s comprehensive proprietary platform, which provides agents with technology-driven solutions to reach consumers through the medium they prefer. Resources include compelling data and analytics, real-time quoting and enrollment capabilities, constant product development and MarketingCENTER, an on-demand library of customizable marketing assets. Integrity’s robust infrastructure of services provides support to partners that allow them to spend more time focused on growing their business.

“Our clients have always been our priority and we find joy in helping them navigate the complexities of insurance,” shared Rachel Stockton, Vice President of Stockton Insurance. “Americans are living longer, healthier lives, making their life, health and wealth decisions even more important than ever before. Integrity shares our outlook on providing exceptional client service. With the Integrity platform supporting us, our agents can work

more efficiently and spend their time doing what they excel at — building trust with those they serve. Integrity’s capabilities in compliance, marketing and lead generation will help our agents confidently expand their reach to serve even more seniors. We’re ready to make a greater difference in our clients’ lives as an Integrity partner.”

The Stocktons are now part of a notable team of industry icons and legends who are putting Integrity’s mission to improve financial and insurance processes into action. The Integrity partner group is a collective of leading companies who collaborate on best practices and solutions to better protect the life, health and wealth of all Americans and help consumers plan for the good days ahead.

For more information about Stockton Agency’s decision to partner with Integrity, view a video at www.integritymarketing.com/Stockton.

About Integrity

Integrity, headquartered in Dallas, Texas, is a leading distributor of life and health insurance, and provider of innovative solutions for wealth management and retirement planning. Through its partner network of over 500,000 agents and advisors, Integrity helps millions of Americans protect their life, health and wealth with a commitment to meet them wherever they are — in person, over the phone and online. Integrity’s cutting-edge technology helps streamline the insurance and financial planning experience for all stakeholders. In addition, Integrity develops products with carrier partners and markets them through its nationwide distribution network. In 2022, Integrity helped carriers place over \$22 billion in new sales and oversaw more than \$40 billion of assets under management and advisement through its RIA and broker-dealer platforms. For more information, visit www.integritymarketing.com.

About Stockton Agency

Stockton Agency is a senior market-focused insurance agency based in Bentonville, Arkansas. They provide Medicare Advantage and Medicare supplement products and expertise to seniors across 11 states. With more than 40 years of experience and a deep passion for service, Stockton Agency and its committed team of agents are proud to have helped thousands of Americans get the solutions they need for a more secure retirement.

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Bryan W. Adams

Co-Founder & CEO



Bryan is the Co-Founder and Chief Executive Officer for Integrity Marketing Group and leads the day-to-day operations of the company. Bryan also serves on the Board of Directors of Integrity.

Bryan is the founder of Legacy Safeguard, LLC a company dedicated with helping members leave a lasting legacy and being remembered long after they're gone. Bryan is considered one of the nation's leading experts in the senior market and speaks frequently across the country about the importance of helping families on one of the most difficult days of their lives. He consults with leading insurance companies to help them offer the best products to this market.

Prior to founding Integrity, Bryan was Vice President of Business Development at Directors Investment Group, Inc., a financial services company that operates several life insurance companies, a registered investment advisory firm, bank holding company and a mutual fund family. Advancing through a series of leadership roles in sales, marketing and product development, Bryan became the youngest Vice President in the company's history, where he oversaw all expansion efforts throughout the United States.

Bryan has a degree in Business Administration from Texas Tech University. Bryan and his family live in Highland Village, Texas.

Russ Stockton



Russ Stockton is President of Stockton Agency.

Russ started his insurance career in 1981 while attending the University of Arkansas. Through early experiences in team sports, he learned the importance of building relationships based on trust. That understanding has remained key to his success with clients and agents alike.

Russ is a dedicated professional with a talent and deep passion for helping people navigate the nuances and complexities of the insurance industry. With over four decades of experience, his impact on training and agent support has been felt across 11 states.

Russ and his wife and business partner, Rachel, live in Bentonville, Arkansas, as a loving blended family with seven children and a grandchild. Their shared interests include boating and spending time in nature. Additionally, they are enthusiastic supporters of the Compassion Coalition of Northwest Arkansas, a non-profit organization with an initiative focused on providing school clothing to children in need and supporting their educational endeavors.

Rachel Stockton



Rachel Stockton is Vice President of Stockton Agency.

Rachel is an accounting graduate from the University of Texas. She gained valuable experience in financial management as an independent accountant for small businesses and in working for several successful corporations before joining her husband, Russ, to handle accounting at Stockton Agency. Rachel's strong financial background and training has contributed significantly to the growth of Stockton Agency and the financial management skill development of their agents and clients.

As passionate servants of their communities, Rachel and Russ help support Compassion Coalition of Northwest Arkansas, a non-profit organization with an initiative focused on providing school clothing to deserving children while supporting their educational endeavors.

Rachel and Russ live in Bentonville, Arkansas, as a loving blended family with seven children and a grandchild. Their shared interests include boating and spending time in nature. Rachel is also a skilled artist with a special focus on portrait painting — a talent learned from her father.

