

# Hansen Brokerage Services Partners with ICON to Accelerate Growth



Market-leading brokerage general agency brings the talent of its wealth protection team to the AmeriLife and AIMCOR Group joint venture



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AIMCOR Consolidated LLC (“ICON”), a joint venture between **AIMCOR Group**, LLC (“AIMCOR”) and **AmeriLife** Group, LLC (“AmeriLife”), announced today that it has acquired Hansen Brokerage Services (“HBS”). Per the agreement, terms of the deal were not disclosed.

“With the pace that our industry is changing, we couldn’t be more excited about our choice to align with ICON and become their newest affiliate as we look to the next growth chapter for Hansen Brokerage,” said Scott Hansen, president of Hansen Brokerage Services. “For the past 25 years, we’ve focused on building relationships and finding ways that we can offer enhanced value to our agents and producers that have entrusted us. As an ICON affiliate, we’re now positioned to deliver this in a more meaningful way and offer an expanded product suite, new technology to our producers, and accelerate our efforts of expanding into distribution channels that will help drive our business growth into the future!”

Headquartered in Grand Rapids, Mich., HBS is a full-service brokerage general agency (“BGA”) that was founded in 1996 by Scott and his late father David C. Hansen. In 2000, Scott Hansen became the sole owner of the agency and has continued to drive the company’s growth over the past 25-plus years. Through its unique, hands-on concierge approach and Asset Evaluation process, HBS is recognized as an industry leading boutique BGA. Its best-in-class team has over 130 years of combined experience assisting financial professionals, CPA’s and other advisors to find the right accumulation, protection and estate planning strategies they need to secure their clients’ financial futures.

HBS is a founding member of AIMCOR Group. Now, as part of ICON, HBS becomes part of AmeriLife’s best-in-class distribution network to help further its growth and expand its reach while they continue to benefit from the resources and distribution access it’s enjoyed as an AIMCOR

member. With the closing of this deal, Scott Hansen becomes a principal in ICON and will continue to work alongside his existing leadership team to oversee his business.

“Scott’s passion for our industry coupled with his desire to create a larger impact within the BGA community makes ICON the ideal partner for HBS in its next chapter. Scott and his team are true professionals and quality additions to ICON as we enter 2023 and continue our focus of executing upon our two core strategic initiatives – organic growth and expanding distribution – over the course of the coming year,” commented Marc Verbos, president of ICON.

“Hansen Brokerage Services is in a place to create even more growth within the market in a way that gives agents the resources they need for success. AmeriLife is excited to add such a diverse and performative agency to its portfolio of companies,” added Mike Vietri, Chief Distribution Officer for AmeriLife.

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### **About Hansen Brokerage Services**

Hansen Brokerage Services, Inc., (HBS) is in the business of assisting financial professionals, CPAs and attorneys to help their clients grow, protect and preserve, and transfer assets during life and at death. Founded by Scott and David C. Hansen in 1996, HBS provides its affiliated brokers and its clients with a wide range of life insurance products, including term life, whole life, universal life and long-term care. For more information, visit [HansenBrokerage.com](https://www.hansenbrokerage.com).

### **About ICON**

ICON (“AIMCOR Consolidated LLC”) is a joint venture between **AIMCOR Group**, LLC and **AmeriLife** Group, LLC. By combining the power of a premier national marketing organization (“NMO”) with capital resources, innovative technology, a multi-product platform and a robust suite of centralized shared services, ICON offers brokerage general agencies (BGAs) a different way to stay competitive and evolve their business. ICON helps its partners focus on long-term sustainability by helping reduce risk, gain access to capital, and empower their ability to deliver a comprehensive portfolio of products and services, all while supporting their producers so that they can better scale their business, protect their legacy, and enhance their service offerings.

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## Tags

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