



FOR IMMEDIATE RELEASE

AmeriLife's Senior Market Advisors Finalizes Acquisition of Open Access Insurance

Addition of growing, national distributor will expand AmeriLife's and Senior Market Advisors' remote-selling capabilities

NASHVILLE, Tenn. and CLEARWATER, Fla. – October 7, 2021 – [Senior Market Advisors](#) (SMA), one of the fastest growing field marketing organizations (FMO) in the insurance space and an affiliate of [AmeriLife](#) Group, LLC (“AmeriLife”), announced today that it has completed its acquisition of [Open Access Insurance](#) (OAI), a national insurance agency that specializes in the distribution of Medicare Advantage. The partnership brings expanded call center capabilities to SMA that can be deployed in traditional direct-to-consumer and provider-based environments. Per the agreement, terms of the deal were not disclosed.

“Open Access Insurance is the kind of prototype organization with which SMA wants to align itself today and in the future,” said Brandon Clay, chief executive office of Senior Market Advisors. “From the onset, we had great philosophical alignment that quickly turned into tactical synergies. Principals Jorge Rodriguez and Bryce Bushman have proven themselves to be adept at managing a dynamic team and scaling their business in a short period of time. We’re grateful to them for deciding to partner with us on this journey, and excited to deploy SMA’s resources to help take OAI to the next level.”

OAI, alongside its sibling company Insurance Solutions Services (ISS), will continue to operate as a stand-alone organization as part of SMA’s downline. The company will also continue to be led by Jorge Rodriguez and Bryce Bushman, reporting to Brandon Clay, and based at its Wesley Chapel, Fla., headquarters.

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About AmeriLife

AmeriLife's strength is its mission: to offer insurance and retirement solutions to help people live longer, healthier lives. By putting its mission into practice, AmeriLife has become recognized as a national leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions to enhance the lives of pre-retirees and retirees. For 50 years, AmeriLife has partnered with the nation's leading insurance carriers to provide value and quality to customers served through a national distribution network of over 200,000 insurance agents and advisors, over 40 marketing organizations, and nearly 50 insurance agency locations. Visit www.AmeriLife.com and follow AmeriLife on [Facebook](#) and [LinkedIn](#) for more information.

About Senior Market Advisors

About Senior Market Advisors Senior Market Advisors (SMA) has been people over profits since 2007, by hard work and a commitment to "doing right" by the consumer. We have certainly knocked on our fair share of doors. We know the grit and determination involved in becoming a career agent. And as a result, we have become one of the fastest growing FMOs, doubling our business each year for the past five years.

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