

How HM Employee Benefits and Risk Management Grew 30% by Joining OneDigital

Analysis of Growth Post-Acquisition

FIRM OVERVIEW

Prior to joining the OneDigital family, HM Risk was a well-regarded risk management consultant and employee benefits broker headquartered in St. Louis, MO. Boasting a dedicated team of 130 skilled professionals and achieving an impressive annual revenue of \$32 million, HM Risk stood at the forefront of both property & casualty and employee benefits for several decades with clients in all 50 states and 70+ countries. While a thriving and successful business, Chairman, President and CEO Mike Shanahan, always keen to improve and expand the business's capability to provide the best service possible, wanted to explore opportunities to partner or merge with an organization that could unlock the firm's full potential.

Key Metrics at the time of Acquisition



130

Skilled Professionals



\$32M

Annual Revenue

AN OPPORTUNITY FOR GROWTH

After a rigorous examination of prospective firms, Shanahan and the HM executive team ultimately decided on OneDigital as their new growth partner. The primary drivers in their decision included:

Maximizing Operations Efficiencies:

In leveraging several OneDigital corporate support functions, including a national EPIC offering as well as Finance, IT, Compliance and Marketing, HM's consultants realized approximately 400 hours a month in efficiencies, allowing more time to focus on clients.

Accelerated Digital Transformation:

By virtue of OneDigital's investments in enhancing customer experiences, product development, and fostering innovation, HM was primed to expedite its digital evolution. This empowerment enabled HM to adapt to the ever-evolving dynamics of the industry landscape.

Enhanced Product Portfolio:

The acquisition ushered in a new phase for HM, affording them the immediate ability to offer a wide range of new solutions including retirement, wealth, and human resources consulting. This diversification of their offerings enabled better solutions for clients, thereby expanding the share of wallet and increasing retention.

Explosive Organic Growth:

Since the acquisition, HM's sales team was introduced to hundreds of new clients in OneDigital offices nationwide, opening up a flood of new sales opportunities. Accessing this network, while utilizing SIC code alignment, helped to propel HM's substantial growth since joining OneDigital.

Leadership + Professional Development:

As the first Property & Casualty acquisition within OneDigital, HM leadership sits on our national P&C advisory board, actively shaping the future of the P&C practice. Additionally, many team members have taken on corporate roles leading national operations, producer compensation, agency billing, direct billing and IT.

UNLOCKING POTENTIAL

Since their integration with OneDigital in early 2021, the HM Risk team has achieved remarkable expansions in key performance metrics, including revenue, EBITDA and client count. This alliance has effectively catapulted their business from a previously modest pace of annual growth to a now industry-leading- metric.

P&C ACQUISITIONS

2021

- HM Risk Management, St. Louis, MO
- Kinney Pike Insurance, Rutland, VT
- Ventris, Salt Lake City, UT

2022

- Bradley & Bradley, Philadelphia, PA
- Irongate Insurance, Farmington, CT
- Sprouse Insurance, Fremont, OH
- Security First, Littleton, CO

2023

- WP Insurance, Nampa, ID
- Leap, Carpenter, Kemps, Merced, CA
- Integrity First, Englewood, CO
- Purkey Insurance, Genoa, OH
- Crum-Halsted, Chicago, IL
- Titus Insurance Agency & Champlain Insuring, Shelburne, VT
- RiskSOURCE, Cincinnati, OH

2024

- Senour-Flaherty Insurance, Mason, OH
- Battles Insurance Agency, Norwalk, OH
- CAL Insurance, San Francisco, CA
- Elite Insurance Services, Franklin, TN
- Demont Insurance, Tallahassee, FL
- McWalter Volunteer Insurance, Concord, MA
- JD Kutter, St. Louis, MO
- GMG Insurance, Langhorne, PA

2025

- Acadia Professional, Morristown, NJ
- Leslie Ray Insurance, Beverly, MA
- Reichley Insurance Agency, Beaver Creek, OH
- Tyrol Insurance, Newtown, PA
- American Insurance & Investment Corp., Salt Lake City, UT
- Bancorp Insurance, La Pine, OR
- Bongiovanni Insurance, Meriden, CT
- Fortune Insurance Group, Tacoma, WA

- Five legacy HM Risk team members have moved to the corporate operations, accounting and IT teams, expanding their growth opportunities and impact.

- Since the acquisition in 2021, HM has experienced a 30% increase in revenue growth, largely from integrating into a mature sales infrastructure and through cross-solving with OneDigital's existing clients. Key wins include:

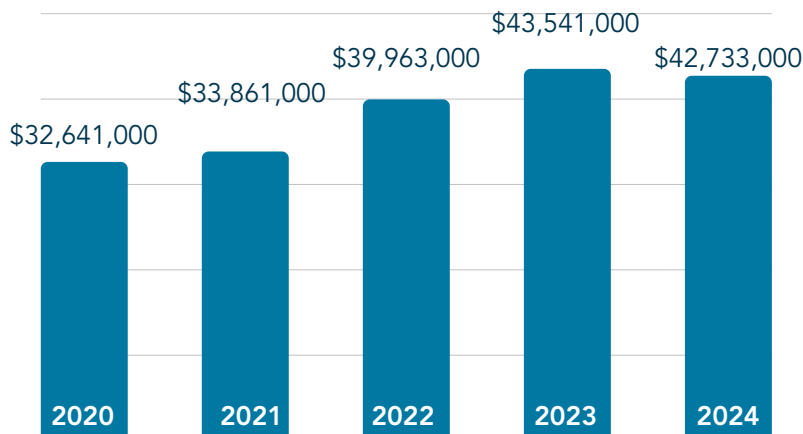
- Gaston Tree Debris Recycling, Florida | \$230,000
- Dewberry, Georgia | \$125,000
- Neurology and Pain Management Associates, Indiana | \$60,000
- Chicago Blower, Illinois | \$35,000

3.74%
Growth 2020 to 2021

18.02%
Growth 2021 to 2022
*Acquisition Year

8.95%
Growth 2022 to 2023

30%
Total Revenue Growth



"I wanted to continue to be a part of building something special. A talented team that competes on every opportunity, every day, has no limits. That is exactly where I want and need to be."

-Mike Shanahan, Senior Managing Principal, OneDigital

TAKE PART IN OUR RAPID P&C PRACTICE GROWTH

Since 2021, a total of **30 firms, across 16 states**, have become integral members of OneDigital's national property & casualty practice, contributing an impressive revenue surpassing **\$145 million**.

