



## **Inszone Insurance Services Expands Reach in Washington State with Acquisition of Potter Insurance**

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SACRAMENTO, Calif.--(BUSINESS WIRE)--Inszone Insurance Services, a leading national provider of commercial, personal, and benefits insurance, is pleased to announce the acquisition of Potter Insurance, an agency serving the Seattle and Issaquah communities since 1954. This strategic merger enhances Inszone's ability to offer personalized and diverse insurance solutions to clients in the Pacific Northwest.

Originally known as Roy Potter Insurance, Potter Insurance has built a stellar reputation over nearly seven decades by prioritizing clients' needs and providing excellent insurance guidance coupled with competitive rates. Through the years, the agency has remained family-operated and represented numerous top-rated local and national insurance companies. This approach ensures clients receive tailored insurance plans that protect their most valued assets.

"We are incredibly excited to welcome Potter Insurance into the Inszone family," shared Chris Walters, CEO of Inszone Insurance Services. "The dedication and commitment that Scott and his team have shown to their clients over the years is a perfect representation of how we operate at Inszone. With the addition of Inszone's resources and expertise, we are confident that we will continue to provide outstanding service and a broad range of insurance options to the community."

This acquisition will allow Potter Insurance clients to benefit from Inszone's extensive network of insurance carriers, enhanced back-office support, and a team of specialists dedicated to providing exceptional service. This merger ensures that clients will continue to enjoy personalized insurance solutions tailored to their unique needs and budgets.

As Inszone Insurance Services looks ahead, the company anticipates making further announcements of key acquisitions in the coming months, continuing its mission to provide outstanding insurance solutions to communities across the country.

*Clear Lake Consulting, Inc. was the exclusive representative and strategic advisor to Potter Insurance for the transaction.*

*Founded in 2002 and headquartered in Sacramento, California, Inszone is a full-service insurance brokerage firm that provides a broad array of property & casualty insurance and employee benefits solutions. With a strong, experienced management team, Inszone continues to grow organically and through acquisitions. With 66 locations across California, Arizona, Colorado, Idaho, Illinois, Indiana, Kansas, Michigan, Missouri, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, and Washington, the company is looking to expand further throughout the United States.*

*For more information about Inszone, please visit [www.inszoneinsurance.com](http://www.inszoneinsurance.com).*