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Emerson Rogers Acquires Flexible Benefit Service's Wholesale Division

Since 1988, Flex has earned a strong reputation for delivering innovative and cost-effective health care solutions for agents and brokers, employers, employees, and individuals, backed by a superior level of personalized service and support. Today, we are pleased to announce a significant milestone in our journey.

We are proud to share that Flex's wholesale employee benefits division has been acquired by [Emerson Rogers](#), the nation's largest employee benefits wholesale general agent. Flex will continue to own and operate our benefits administration division providing FSA, HSA, HRA, COBRA, Commuter and other products and services nationwide.

Commenting on the announcement, John DiVito, President and CEO of Flexible Benefit Service, stated: "This exciting partnership with Emerson Rogers will expand the support and service offerings we bring clients by providing our teams access to Emerson Rogers' expanded set of industry-leading tools, solutions, and expertise."

"We look forward to welcoming John and the general agency team of professionals from Flexible Benefit Service to Emerson Rogers," added Emerson Rogers President, George Rosiak. "This partnership further strengthens our firm's Midwest-based presence and industry expertise, and we look forward to aligning our core business strategies and capabilities to further enhance the value we deliver to our current and future broker partners."

In this exciting transition, we want to reassure you that our commitment to serving you with excellence remains unwavering. Your partnership has been instrumental in our success, and we are genuinely appreciative of the trust and confidence you've placed in us over the years. We are committed to ensuring that this transition is seamless and look forward to continuing our journey with you under the Emerson Rogers banner.

Should you have any questions or require further information, please do not hesitate to reach out to us. Your dedicated Flex team remains at your service.

Once again, thank you for your continued partnership and trust. We value your business and are excited about the new opportunities that lie ahead.

Warm Regards,

John DiVito
President and CEO
Flexible Benefit Service LLC