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**Truliant Insurance Adds to Strategic Growth Through Acquisition**

WINSTON-SALEM, N.C. (Nov. 25, 2024)—Truliant Federal Credit Union, through its wholly owned subsidiary Truliant Insurance, has completed a new insurance agency purchase as the credit union expands its insurance resources to provide more value to clients.

The acquisition of Atkins & Associates Insurance Agency, a long-established firm based in Greenville, S.C., complements Truliant Insurance’s capabilities in the Upstate markets and will bolster the credit union’s commercial and personal insurance line offerings.

“This acquisition is an accelerant to Truliant’s efforts to offer comprehensive insurance solutions on a larger scale,” said Chad Frye, president of Truliances, the parent of Truliant Insurance. “It contributes to our growth in 2024 and will strengthen our position and allow us to introduce more local residents and businesses to the broader suite of insurance solutions we offer.”

Truliant Insurance is based in Winston-Salem and provides business and personal insurance. Located at 225 S. Pleasantburg Drive in Greenville, S.C., Atkins & Associates has served the Upstate community for more than 16 years. It will become Truliant Insurance of Greenville.

“The future is bright for our clients,” said Tory Atkins, former owner of Atkins & Associates. “Truliant Insurance is committed to growing in the Upstate and enhancing the lives of our policyholders through leading products, broader protection, and more value.”

Truliant Insurance is actively expanding its footprint and growing in key markets in North Carolina, South Carolina, Georgia, Tennessee, and Virginia. Partnering with top carriers to offer best-in-class coverages and competitive rates helps Truliant Insurance guide clients, navigate the insurance environment, and manage risk more effectively.

Truliant, a top 100 U.S. credit union, has provided insurance offerings to its members for more than thirty years. During the last five years, it has concentrated on fostering growth in its insurance program and focusing on becoming its members' preferred choice for insurance decisions. The credit union has prioritized partnering with established agencies, developing tailored insurance products, and improving its clients' overall experience.

Truliant Insurance focuses on helping consumers manage risk and offers Property and Casualty (P&C) insurance coverage for vehicles, homes, and businesses. The subsidiary can meet all insurance needs through its call center in Winston-Salem. Truliant also caters to life insurance needs through Truliant Financial Advisors.

In 2024, Truliant has focused on enhancing its financial offerings to provide a more comprehensive suite of services for members and businesses. It expanded its services this year through strategic partnerships, including P1 Finance Holdings in February, a 37-year-old premium finance company.

Additionally, the credit union expanded its SBA lending program, adding a nationally recognized business development team known for innovative approaches. This effort aims to rapidly scale Truliant’s SBA program and provide more tailored lending solutions to small businesses. It finished the U.S. Small Business Administration’s 2024 fiscal year as the nation's 55th-largest provider of SBA 7(a) loans and its top credit union lender.

Truliant Insurance provides a wide range of coverage options, including Business Insurance (with specific policies like Business Owners, Workers’ Compensation, General Liability, Business Auto, Commercial Property, and Commercial Umbrella) and Personal Insurance (encompassing Home, Auto, Umbrella, Condo, Watercraft, and Private Client Insurance).

**About Truliant Insurance**Truliant Insurance helps clients navigate the insurance environment. By partnering with top carriers to offer competitive rates and quality services, Truliant Insurance provides insurance solutions for personal and business needs. It is committed to upholding the highest standards and emphasizing a deep understanding of its clients to provide tailored coverage. **About Truliant Federal Credit Union**
Truliant is a mission-driven, not-for-profit financial institution based in Winston-Salem, N.C. It improves lives by providing great service and straightforward financial solutions. Chartered in 1952, Truliant is a top 100 U.S. credit union with more than 300,000 members and 35+ branches in North Carolina, South Carolina, and Virginia.