

Atlanta Company Buys Raleigh Firm

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An Atlanta company has expanded its presence in Raleigh by acquiring TriSure Benefit Advisors.

Digital Insurance announced Tuesday that it acquired the employee benefits consulting firm, which has seven employees. The acquisition doesn't include the firm's Raleigh-based parent, TriSure Corp., an insurance brokerage firm with 42 employees.

The deal provides the firm with the resources of a much larger business while allowing it to maintain its local presence and relationships, said Wally Dawson, managing partner of TriSure Benefit.

"We will continue to operate locally at the same place with the same people," he said.

TriSure, founded in 1999, is the 10th independent agency - and the second in Raleigh - that Digital has acquired for its Digital Benefit Advisors network.

Earlier this year, Digital acquired Raleigh insurance agency BCT, formerly Carolina Benefit Plans. TriSure Benefit will continue operating under that name during transition, but eventually will switch to the Digital Benefit Advisors brand, Dawson said.

Digital Insurance also administers employee benefits for corporate customers. Founded in 2000, Digital has 189 employees and generated \$24.9 million in revenue last year, according to Inc. magazine.