



For more information, contact:  
Mandy Berkowitz  
[mandy@theimagemarketinggroup.com](mailto:mandy@theimagemarketinggroup.com)  
757-581-8116

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**Advanced Benefit Strategies of Virginia Merged with Choice Insurance Agency and Founder Gregg Kennerly Named AVP of Health & Benefits**

Virginia Beach, Virginia, May 19, 2021 --- Advanced Benefit Strategies of Virginia (ABS), an insurance agency providing health benefit plans and medicare programs to both businesses and individuals, merged with Choice Insurance Agency's Life, Health & Employee Benefits department.

ABS's founder and principal agent, Gregg Kennerly, joined the Choice team as AVP of Health & Benefits.

ABS previously served clients state-wide, with the majority in Hampton Roads.



It designed and implemented corporate healthcare plans for hundreds of businesses while providing access and resources to ensure compliance with current laws and healthcare regulations. It also offered individual and senior healthcare plans.

"The ABS team is known for the individualized attention we give each of our clients," said Kennerly. "With the support of over 100 team members at Choice, we have the bandwidth to provide an even more personalized experience for our clients - and that excites me."

For Kennerly, another deciding factor to pursue the merger with Choice was the opportunity to provide additional insurance experts. "As an employee benefits agency, we stayed focused on our product lines. However, there are many other important coverages that businesses need to protect their assets. As part of Choice, we have the opportunity to guide our clients to those resources," he said.

The president of Choice, Richard Braun, is confident that the wealth of knowledge and experience from the entire ABS team complements the rapid growth of the Choice Life & Health department.

“Companies need their employee benefits open enrollment to be less of a disruption to their business,” said Braun. We use tools and technology that help make that happen, and our clients find that their team has less trouble and confusion during the open enrollment process.”

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*We know that buying insurance can be confusing. That is why Choice Insurance Agency's trusted advisors are fueled by our desire to help our clients get the "right coverage at the best price" and to provide insurance solutions that increase financial security. Offering our clients access to over 100 "A rated" insurance carriers, our companies provide insurance solutions to individuals and businesses that include personal insurance, business insurance, health and employee benefits plans, and life insurance coverage. Headquartered in Virginia Beach, Virginia, we offer insurance solutions for the majority of the Eastern Seaboard ranging from New Jersey to Florida.*