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FOR IMMEDIATE RELEASE:

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Two McKinney Insurance Firms Join Forces
McKinney Insurance Group Becomes a Higginbotham Company

MCKINNEY, Texas (January 6, 2010) – McKinney Insurance Group, an independent property/casualty insurance brokerage, has merged with Higginbotham & Associates, a leading national private insurance and financial services firm headquartered in Fort Worth, Texas, with statewide offices and affiliates. McKinney Insurance Group, whose business is commercial and personal lines coverage, will take Higginbotham’s name.

Higginbotham’s existing McKinney practice, formerly B. Barfield Group, is an employee benefits broker and plan administrator that joined Higginbotham in 2004. The two offices will combine capabilities to offer a local resource for broad insurance, risk management and employee benefit services.

“Our union makes us the largest full-service insurance firm in McKinney,” said McKinney Insurance Group principal Wyatt McGuire. “Area businesses and residents can come to us for every personal, commercial and group insurance product and service they need.”

“Higginbotham’s single source model gives customers one stop for insurance,” said Bourdon Barfield, managing director of Higginbotham’s existing McKinney office.

“Higginbotham has applied its model to the firms it partners with to round out their services and drive growth, and we expect it to perform with the same success in McKinney.”

Higginbotham is aggressively expanding its operations throughout Texas by aligning with insurance firms that have strong footholds in their local markets. In addition to McKinney Insurance Group, Higginbotham has expanded into Houston, Wichita Falls, Henrietta, Granbury, Waco and Arlington via partner firms within the past 18 months.

McKinney Insurance Group was started in 1953. It will maintain its office at 3651 Eldorado Parkway, phone number (972) 542-4100.



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About Higginbotham & Associates

Higginbotham serves as a single source for insurance, risk management and financial services by providing access to commercial and personal property/casualty coverage, employee benefits, retirement plans, life insurance and executive compensation through more than 250 regional and national carriers. The Texas-based agency was founded in 1948 and is headquartered in Fort Worth with 12 additional statewide offices. It ranks as one of the nation's 100 largest independent insurance brokerage firms based on revenue (*Business Insurance*). Visit www.higginbotham.net for more information.

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