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AssuredLeads to Move into New Business Hub OM Station

Madison Company Plans Massive Expansion

(MADISON, Wis.)—As a result of rapid growth, AssuredLeads will be moving its main office to OM Station, the former Oscar Mayer headquarters, on Aug. 1.

“As we continue to partner with insurance agencies to help them grow their businesses, we can’t think of a better place to build on our successes than at the new OM Station,” CEO and Co-Founder Travis Batiza said. “This new space will help us maintain our current company culture and values and attract talent as we contribute to the burgeoning business ecosystem on the east side of Madison.”

AssuredLeads, founded in 2017, optimizes business insurance production and provides exclusive, premium commercial insurance leads for insurance agencies and carriers using its proprietary technology and proven business processes. AssuredLeads partners with insurance agencies of all sizes across the country and counts numerous Fortune 500 companies as clients.

AssuredLeads has outgrown its current space at 600 Williamson St., and it plans to hire several hundred new employees, including sales representatives, service professionals, web developers, and software engineers, among other positions, by 2020.

Cresa Madison served as the commercial broker, and Madison Development Corporation provided financing assistance for AssuredLeads, which also worked with Reich Brothers Holdings and Rabin Worldwide.

About AssuredLeads

Headquartered in Madison, Wis., AssuredLeads provides exclusive, premium commercial insurance leads for insurance agencies and carriers using its proprietary technology and proven business processes. AssuredLeads partners with insurance agencies to help them grow their commercial insurance business, offering training and data analytics to optimize production. Learn more at assuredleads.com.

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