

# EBSME (a Baldwin Risk Partner) is now Salt Margin

*Salt Margin emerges with a new name and a new look*

The logo for Salt Margin, featuring the words "SALT" and "MARGIN" in a bold, dark green, sans-serif font. A green equals sign is positioned between "SALT" and "MARGIN". Below the logo, the text "A BALDWIN RISK PARTNER" is written in a smaller, dark green, sans-serif font.

Salt Margin's logo

MOUNT AIRY, MARYLAND, UNITED STATES, September 23, 2021

/EINPresswire.com/ -- Armfield,

Harrison & Thomas, LLC ("AHT"), an indirect subsidiary of BRP Group, Inc. ("BRP Group") (NASDAQ: BRP), doing business as Employee Benefits Subject Matter Experts ("EBSME"), announced today that EBSME has transitioned to the name Salt Margin with a new website located at <https://www.saltmargin.com>.

Salt Margin delivers ancillary benefits solutions to brokers, employer groups, and consultants.

Kevin Curran, Partner of AHT, says the new brand came from wanting to better reflect their mission of designing the new standard in benefits consulting.

"We've grown empathetic to the puzzled look on newcomers' faces when first attempting to pronounce our old name, EBSME," Curran said. "We felt it was time to put aside our old alphabet soup name."

Curran further explains what the name Salt Margin means.

"To grow and thrive, agencies must maintain focus, deliver empowered client solutions, and continually develop a differentiated brand presence. When it comes to running a growing and profitable employee benefits agency, we have entered the age of lean manufacturing, 1% improvements, and specialization. The margin between winning and losing, profit and losses, and great agency culture vs. frustration is granular. In most instances, 'a grain of salt can tip the scale.'"

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ABOUT SALT MARGIN:

Salt Margin partners with benefits consultants to provide clients a data-driven life & disability

policy analysis, transforming the sales approach from spreadsheets to consultation. Together, Salt Margin empowers clients to make highly informed plan decisions they can own. Learn more at <https://www.saltmargin.com>.

#### ABOUT BRP GROUP, INC.:

BRP Group, Inc. (NASDAQ: BRP) is an independent insurance distribution firm delivering tailored insurance and risk management insights and solutions that give our clients the peace of mind to pursue their purpose, passion and dreams. We are innovating the industry by taking a holistic and tailored approach to risk management, insurance and employee benefits, and support our clients, Colleagues, Insurance Company Partners and communities through the deployment of vanguard resources and capital to drive our growth. BRP Group represents over 600,000 clients across the United States and internationally. For more information, please visit [www.baldwinriskpartners.com](http://www.baldwinriskpartners.com). Learn more about AHT at [www.ahtins.com](http://www.ahtins.com).

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This press release may contain various "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, which represent BRP Group's expectations or beliefs concerning future events. Forward-looking statements are statements other than historical facts and may include statements that address future operating, financial or business performance or BRP Group's strategies or expectations. In some cases, you can identify these statements by forward-looking words such as "may", "might", "will", "should", "expects", "plans", "anticipates", "believes", "estimates", "predicts", "projects", "potential", "outlook" or "continue", or the negative of these terms or other comparable terminology. Forward-looking statements are based on management's current expectations and beliefs and involve significant risks and uncertainties that could cause actual results, developments and business decisions to differ materially from those contemplated by these statements.

Factors that could cause actual results or performance to differ from the expectations expressed or implied in such forward-looking statements include, but are not limited to, those described under the caption "Risk Factors" in BRP Group's Annual Report on Form 10-K for the year ended December 31, 2020 and in BRP Group's other filings with the SEC, which are available free of charge on the Securities and Exchange Commission's website at: [www.sec.gov](http://www.sec.gov), including those risks and other factors relevant to the business, financial condition and results of operations of BRP Group and factors related to the potential effects of the COVID-19 pandemic on BRP Group's business, financial condition and results of operations. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated. All forward-looking statements and all subsequent written and oral forward-looking statements attributable to BRP Group or to persons acting on behalf of BRP Group are expressly qualified in their entirety by reference to these risks and uncertainties. You should not place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date they are made, and BRP Group does not undertake any

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