GP Agency Joins LIBRA Insurance Partners, Expanding National Resources and Capabilities

Partnership expands access to specialized expertise, technology, and strategic relationships while maintaining GPA's commitment to personalized service.

RALEIGH, NC, UNITED STATES, October 28, 2026 /EINPresswire.com/ -- GP Agency (GPA), a national insurance brokerage serving businesses and their people for nearly 60 years, today announced it has joined LIBRA Insurance Partners, the largest independently owned insurance marketing organization in the United States.

LIBRA Insurance Partners is a 100% partner-owned organization representing more than 80 independent partner firms across the country. Built on a foundation of collaboration and shared expertise, LIBRA provides its partner firms with access to specialized resources, proprietary technology, strategic carrier relationships, advanced markets expertise, education and operational support.

Joining LIBRA expands the resources available to GPA as the agency continues to grow its national presence and strengthen the infrastructure supporting its producers, advisors and clients.

“As GP Agency continues to grow, it is important that we continue investing in the resources and relationships that allow us to better support our producers and clients,” said Chris Gaddis, Co-President of GP Agency. “Joining LIBRA gives us access to an expanded network of expertise and capabilities while allowing us to maintain the service, relationships and approach that have always been at the core of GPA.”

“GP Agency brings together the qualities we value most in a partner firm: entrepreneurial leadership, deep market knowledge and a genuine commitment to improving outcomes for producers and their clients,” said Bill Shelow, CLU®, ChFC®, CPCU®, LLIF, President and CEO of LIBRA Insurance Partners. “Chris and the GPA team have demonstrated a willingness to challenge traditional approaches, embrace innovation and develop solutions around the people and businesses they serve. We are pleased to welcome them to LIBRA.”

Through LIBRA, GPA will gain access to expanded capabilities across case design and underwriting, advanced markets, technology, operations, education and training, as well as

LIBRA's broader network of strategic industry and carrier relationships.

The relationship brings together GPA's consultative approach and commitment to service with the scale and resources of LIBRA's national network.

For GPA, joining LIBRA represents another step in the agency's continued investment in the resources, relationships and technology needed to support its producers and clients as the organization grows.

About GP Agency

Founded in 1967, GP Agency is a national insurance brokerage committed to helping businesses and their people navigate an increasingly complex benefits landscape. Through a consultative, full-service approach, GPA brings together expertise, relationships and solutions designed to support the evolving needs of employers and their people.

At GPA, we believe in doing business the right way, building relationships that last and holding ourselves to a higher standard in the work we do. We call that being A Grade Above.

For more information, visit www.gpagency.com.

About LIBRA Insurance Partners (LIBRA)

LIBRA Insurance Partners is an insurance marketing organization dedicated to serving independent insurance producers, brokers, and financial institutions. Formerly known as LifeMark Partners and BRAMCO Financial Resources, and through the merger with Insurance Designers of America (IDA) in 2022, the firm exists to leverage strategic relationships, expertise, and innovation to expand life insurance distribution for the benefit of all stakeholders. LIBRA Insurance Partners is dedicated to the ongoing development and enhancement of resources to differentiate partner agencies from the competition. Its partner firms benefit from robust proprietary service offerings, unparalleled partnership, product expertise, and access to industry-leading technologies and tools, including expansive underwriting support resources.

To learn more about becoming a LIBRA partner firm, visit www.LIBRAip.com or call (410) 837-3022.

###

Media Contacts:

Alana Kohl
Alana@AlanaKohl.com
702.323.4561

GP Agency
amy@gpagency.com
Amy Klewiec, Chief Marketing Officer

This press release can be viewed online at: https://www.einpresswire.com/article/952708452

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.