

For Immediate Release
Tuesday, September 1, 2020

Iscential Welcomes Cruse & Dice Insurance Agency to its Portfolio

Houston, Texas (Tuesday, September 1, 2020) - Iscential Inc. is pleased to announce **Cruse & Dice Insurance Agency** of Northwest Houston, Texas has joined Iscential Inc. The Cruse & Dice team will remain under the operational leadership of Cathy Dice.

Cathy Dice, Owner and Agent, of Cruse & Dice Insurance Agency, said "We are thrilled to be partnering with Iscential! Cruse & Dice clients will reap the benefits of our new partnership as we will offer additional top insurance carriers, extended hours for customer service, and continue the knowledgeable and personalized service that our clients are accustomed to."

"The number one thing we look for when considering prospective agencies to add to our team is that they align with our values," said **Chief Executive Officer Warren Barhorst**. "They must align with our corporate vision and goals. I am happy to say Cruse & Dice does."

After founding the agency from scratch in 1993, Warren Barhorst has evolved Iscential Inc. into the industry-leading financial service, risk management, insurance, and consulting firm it is today. He started the company with the goal to make it someplace he would want to work. This meant building a company that truly cared for its clients and associates.

"We are excited to have Cruse and Dice join the Iscential family. Since 1964, Cathy Dice and her father Tommy Cruse have built a business focused on helping their valued clients with their insurance needs. We believe their approach will align nicely with Iscential's promise of providing trusted advice and peace of mind to our clients," said **Chief Sales Officer Devin Wisener**.

Through the partnership, Iscential Inc. will also be adding Central Insurance Companies to its carrier product offering. "Central Insurance Companies is a wonderful carrier that our agents are very excited to begin placing clients with," said **Chief Executive Officer Warren Barhorst**.

Throughout the Covid-19 outbreak, Iscential Inc. has remained steadfast in its commitment to provide trusted advice that leads to peace of mind. Iscential Inc. has remained open and fully operational throughout the pandemic. This was made possible by adopting technologies and strategies allowing their staff to work from home, providing their customers with virtual consultations and private appointments, and facilitating virtual weekly communication meetings to maintain their company culture. This operational commitment made the new partnership with Cruse & Dice possible during the pandemic.

"Since the Covid-19 outbreak, I feel as an organization our communication has never been better," said **Chief Implementation Officer Brad Sorensen**. "We have weekly meetings led by our CEO with all 150+ associates we never had before. We have worked hard to not lose those lines of communication, and we succeeded more than we could have imagined."

While Iscential Inc. manages the successful merging in of Cruse & Dice, the company will still focus on serving its client base and being a great place for its associates to work. With this partnership, leadership believes the organization is one step closer to achieving its corporate vision. A vision of a world where all

of their client's claims are covered, and they have the financial wherewithal to retire financially independent, leading the life of their dreams.

About Cruse & Dice Insurance Agency

Cruse & Dice Insurance Agency has operated in Northwest Houston since 1964. Founded by Tommy Cruse, the agency expanded when his daughter Cathy Dice joined the business in 1992. Cruse & Dice pride themselves on being an independent agency, allowing them to review multiple policies and pricing and help clients understand and meet their needs through personal consultation.

About Iscential Inc.

Iscential was founded in 1993, and in 27 years the agency has grown to more than 125+ employees and 30+ market locations across the US. Iscential is licensed and hires in over 40 states and represents over 140 insurance companies. The agency provides a full range of risk management, insurance, and financial & consulting services for individuals, families, and businesses.

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- Additional information available at www.iscential.com
- High resolution artwork is available upon request.
- Interviews may be available upon request and by arrangement with Iscential.