



Diedrich Agency Joins Vizance

Ripon, WI (12/5/18) – Vizance, a leading independent insurance agency serving Wisconsin, announced today that the Diedrich Agency will join Vizance effective January 1, 2019. The combined organization will serve a geographic market stretching from Northern Illinois through Northeastern Wisconsin.

Founded by Carl Diedrich in 1923, the Diedrich Agency specializes in business insurance, farm and crop insurance, home and auto insurance, employee benefits, and individual health insurance, including Medicare. The Diedrich Agency will continue to operate under the Diedrich name from its office locations in Ripon, Berlin, Fond du Lac, Oshkosh, and Green Lake. Agency Principals J. Drew Diedrich and Tobin Storzer will continue with the organization as owners of the new entity.

“The industry has changed a great deal since my grandfather Carl started selling insurance. It’s a much more complex and competitive business now.” said Diedrich. “From the very beginning our agency has prioritized and valued the relationships with our clients and the trust they place in us to meet their insurance needs. This new partnership with Vizance will bring significant resources to benefit our clients in an ever-changing insurance landscape.”

Together, Vizance and The Diedrich Agency will leverage their significant resources to bring additional services such as safety, risk management, and compliance services to its business clients.

Vizance, founded in 1978 and based in Hartland, Wisconsin, is a privately-held independent agency offering a broad portfolio of insurance, risk management, employee benefits, and financial service solutions for businesses and individuals. The agency has been named as one of the area’s “Fastest Growing Firms” and “Best Places to Work” by the Milwaukee Business Journal.

“We are very excited to partner with Drew, Tobin, and the rest of the Diedrich Team,” said Vizance President Jeff Cardenas. “Their expertise, culture, and deep client relationships converge perfectly with our business model.”

About Vizance

Vizance is a privately-held company that provides risk management, business insurance, employee benefits, personal insurance, and financial service solutions to companies, families and individuals throughout Wisconsin. Vizance has locations in Appleton, Kaukauna, Kenosha, and Oshkosh, in addition to its headquarters located at 1320 Walnut Ridge Drive, Hartland, Wisconsin.

For more information, visit vizance.com

About The Diedrich Agency

The Diedrich Agency is a privately-held company that offers business insurance, farm and crop insurance, home and auto insurance, employee benefits, and individual health insurance, including Medicare. The Diedrich Agency headquarters is located at 222 Blackburn St., Ripon, Wisconsin.

For more information, visit diedrichinsurance.com