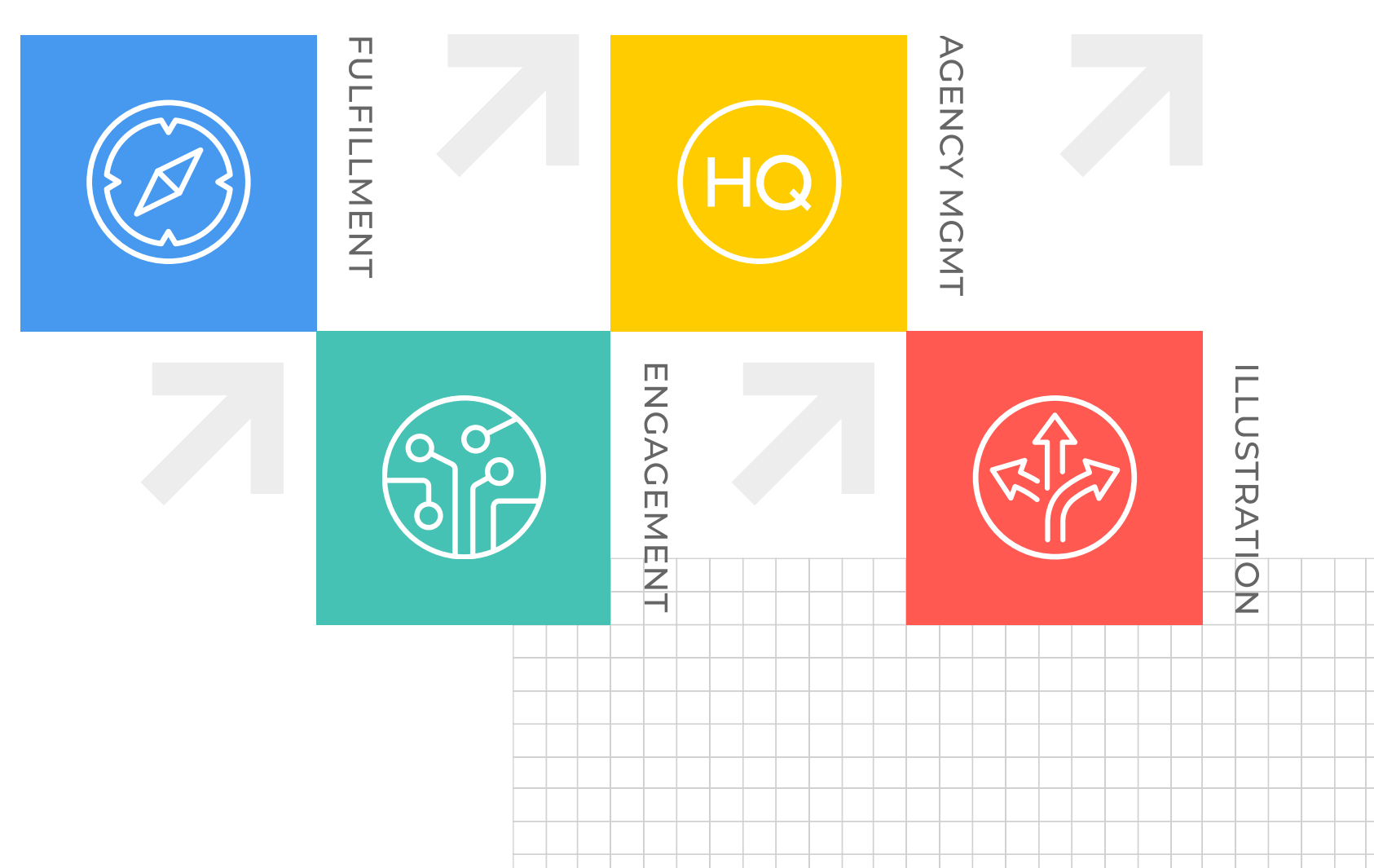


Quility Press Kit

For media inquiries, contact press@quility.com

We're designing the future of insurtech.

Quility empowers agents with industry-leading sales enablement platforms and a suite of proprietary, fully digital insurance products, creating a frictionless experience from quote to underwriting to policy placement. Quility makes the insurance process easy for industry professionals and their clients. With Quility, life insurance doesn't have to be prickly.

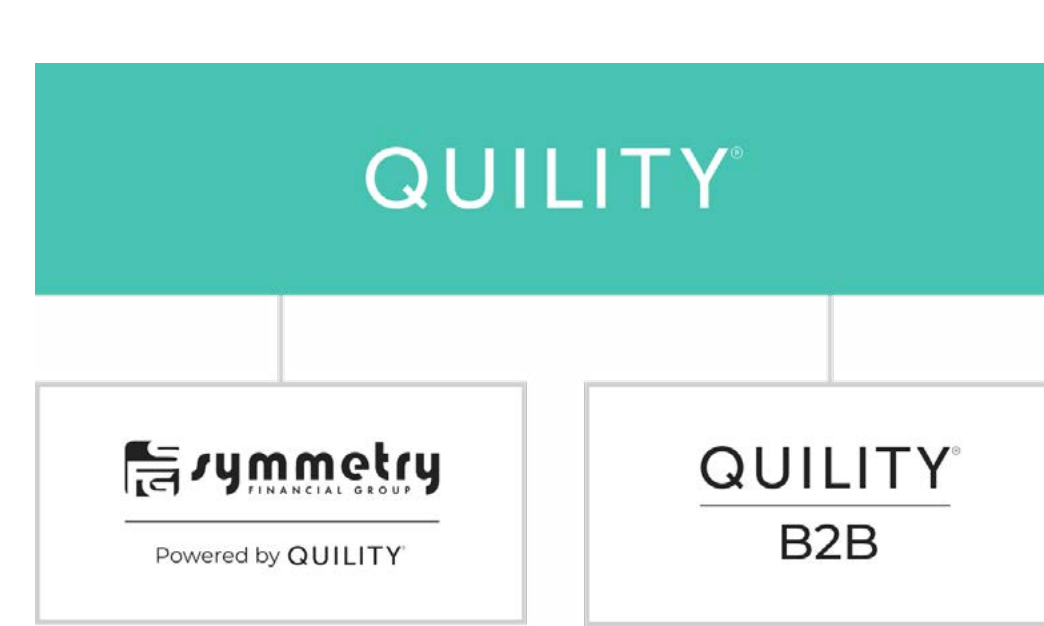


As Seen In



About Quility

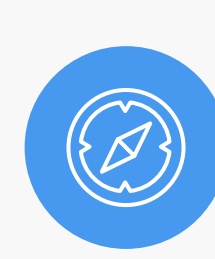



In 2020, we combined our nationwide network of agents at Asurea and Symmetry Financial Group to become Quility. Agents operate via our subsidiaries (*Symmetry Financial Group and Quility B2B*) but share Quility's mission: to provide customized, affordable products and to give back to our communities.



Symmetry Financial Group (SFG) is the nation's leading independent insurance marketing organization with access to over 80 carriers and 8,000 agents working in all fifty states.

Quility B2B is an efficient and scalable distribution channel that provides new agencies and affinity partners with an independent development path.

Quility Applications and Services

 <p>Navigator</p> <p>The one-stop shop for agents to quote and sell insurance. Access to Quility's suite of proprietary digital insurance products.</p>	 <p>Switchboard</p> <p>Automate client follow-up with built-in two-way texting, sales pipelines and appointment scheduling.</p>	 <p>Quility HQ</p> <p>Agency management, support, training and leads tracking in one centralized hub.</p>	 <p>Pathfinder</p> <p>Eliminate objections, increase your case sizes and maximize your conversions.</p>
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Proprietary life insurance policies powered by Quility

Quility continues to build upon its suite of proprietary insurance solutions. Quility offers policies from 80+ of the industry's top carriers, so agents can find the best policy for every client.

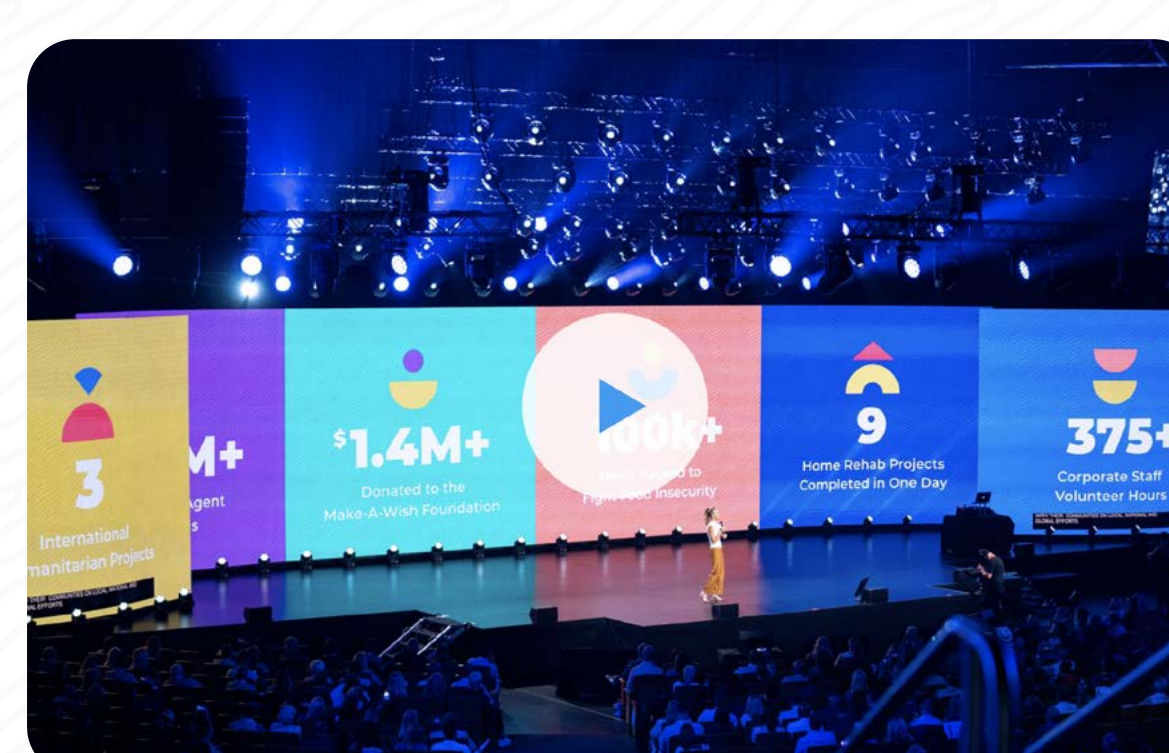
- QUALITY LEVEL TERM
- QUALITY TERM PLUS
- QUALITY SECURE FUTURE PREFERRED
- QUALITY SECURE FUTURE COMPLETE

Quility's mascot, Quigley, is our Chief of Quills and helps make life insurance less prickly.



Making a difference in the communities we serve

The Ripple Model™ is a Quility initiative that combines data and heart to support whole people, healthy systems and thriving communities. By engaging with this roadmap, agents and corporate staff gain access to philanthropic and volunteer opportunities, tools for well-being and personal growth and avenues for connection.



[Learn More](#)

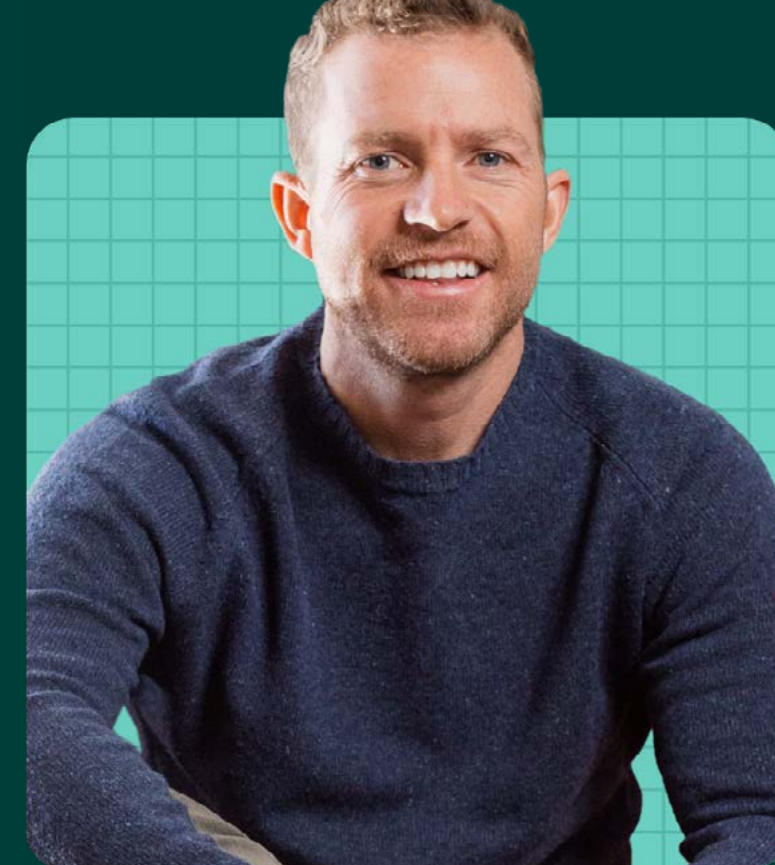
Meet Our Founders



Brandon Ellison

Brandon Ellison was born in Birmingham, AL and earned a Bachelor of Science degree in Accounting from the University of Alabama in 2000. In 2001, upon moving to Asheville, NC, he acquired his insurance license and established a career as a life insurance agent. Mr. Ellison is focused on modernizing current business processes and supporting technology solutions; general operational and financial oversight and planning; distribution strategy and execution. Mr. Ellison's expertise in financial markets, management, and business strategy has supported the rapid growth of an agent base spanning all 50 states.

[Follow Brandon on LinkedIn](#) →



Casey Watkins

Casey Watkins was born in Asheville, NC and launched his career in the insurance industry in 2001 when he achieved licensure at the age of 19. Drawn to the industry for its flexibility and earning potential, he strove to build a lucrative career that both supported and allowed time for his passions outside of work. Mr. Watkins is focused on the development and implementation of field divisional plans and their execution; agent and agency development and wellbeing; and coordinating strategic integration.

[Follow Casey on LinkedIn](#) →



Brian Pope

Brian Pope began his career in the insurance field after serving as part of an elite airborne unit in the United States military. With over 30 years in the industry, Brian has been a driving force behind the growth and development of multiple IMOs, and played an integral role in the development of many of today's life insurance solutions. He is focused on envisioning and implementing the long-term and future-state technology and its business processes; strategic transactions, partnerships and ventures; and legal and regulatory matters.

[Follow Brian on LinkedIn](#) →



Meredith Ellison

Meredith Ellison was raised in Athens, AL and earned a Bachelor of Arts degree in Psychology from the University of Alabama in 2001. Mrs. Ellison is responsible for leading the Compensation Committee, EOS implementation, leadership and wellness initiatives within the Quility leadership team and agent field force, as well as developing systems and structures to support organizational well-being.

[Follow Meredith on LinkedIn](#) →

Resources & Media Assets

Press Releases

- [Quility Celebrates the Agents and Insurtech Behind One Million Families Protected \(February 2025\)](#)
- [Quility Wins US FinTech Award 2024, Named "InsurTech of the Year" \(November 2024\)](#)
- [Quility Launches Switchboard Funnel, Offering Agents a Streamlined Approach to Sales and Engagement \(September 2024\)](#)

Featured Resources

- [Quility.com](#)
- [QuilityB2B.com](#)
- [Quility Dictionary](#)
- [Life Insurance 101 Guide](#)