

Exterior Financial Group Announces Strategic Alliance with Associate Owners Group Inc., Targets IPO Readiness in Three Years

Exterior Financial Group Inc., today announced a strategic alliance with Associate Owners Group Inc. (AOG) through a share swap agreement.

SALT LAKE CITY, UT, UNITED STATES, September 26, 2025 / EINPresswire.com/ -- [Exterior Financial Group Inc.](#), one of North America's fastest-growing [Independent Marketing Organizations](#), today announced a strategic alliance with Associate Owners Group Inc. (AOG) through a share swap agreement. The alliance brings AOG officially into Canada via Exterior's headquarters in Guelph, Ontario, and Cheektowaga, New York, creating a North American financial powerhouse with plans to pursue an initial public offering (IPO) target of three years.



Co-Founder Jamie Prickett, Co-Founder Lee-Ann Prickett with Lisa Holm and Monte Holm, CEO (AOG) Pictured after signing agreement.

As part of the transaction, all Exterior shareholders will hold ownership in AOG, aligning both organizations and creating unprecedented opportunities for agents, associates, and investors alike.

“

This alliance represents the next evolution of our mission to build financial foundations for families.”
Jamie Prickett, Co-CEO of AOG

A Stronger Future for Agents, Investors, and Families
“This alliance represents the next evolution of our mission to build financial foundations for families,” said Jamie Prickett, Co-CEO of AOG. “By officially bringing AOG into Canada through Exterior, we are empowering our agents with ownership opportunities, creating the opportunity for

generational wealth for our shareholders, and positioning ourselves for an IPO within three years. Agents will have access to everything they could need to succeed from E&O insurance,

Reinsurance, P&C insurance, a CRM and a host of technology and other companies that have been acquired under one umbrella.”

Monte Holm, Co-CEO of AOG, added: “Experior’s leadership and rapid growth are truly remarkable. With Jamie joining me as Co-CEO, and the combined strength of our organizations, we are poised to disrupt the industry, expand rapidly across North America, and deliver extraordinary value to both families and financial professionals.”

Leadership Updates

- Jamie Prickett, Co-Founder and former CEO of Experior, has been named Co-CEO of AOG and appointed to the AOG Board of Directors.
- Lee-Ann Prickett, President and COO of Experior, becomes President and CEO of Experior and joins the AOG Board.
- Jerry Vahl joins AOG as Chief of Staff and a member of the Board.

They [join Monte Holm](#), Co-CEO of AOG, a veteran financial industry leader with decades of experience building and scaling large distribution organizations across North America.

This leadership team combines Experior’s innovative, agent-focused culture with Holm’s proven ability to expand and strengthen financial companies at scale. This strategic alliance is not aiming to attract those in current contracts or agreements, encouraging those agents to maintain their commitments but welcomes agency leaders looking to become owners.

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