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**FOR IMMEDIATE RELEASE**  
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## **NORTH AMERICAN INSURANCE ALLIANCE ADDS A NEW AGENCY MEMBER**

Fair and Yeager Insurance Agency

Rangeley, ME, July 29, 2016-

We are pleased to announce that Fair and Yeager Insurance Agency, Inc., Natick, MA has joined NAIA.

Fair and Yeager, Inc. was founded in 1898 by Frank E. Yeager and was later joined by Arthur B. Fair Sr. in 1914 as a part time employee while still in high school. After serving in WWI, Mr. Fair rejoined the agency and in 1924 formed a partnership with Mr. Yeager.

Fast forward to the Third generation, Arthur B. Fair III and David Fair went to work for their father and Uncle. In 1986, Arthur B. Fair III became a partner in the agency ultimately becoming the President in 1995. Later they were joined by Michael Fair, AAI, CISR.

Fair and Yeager has the distinction of being awarded the Five Star Award of Distinction by the Massachusetts Association of Insurance Agents, multiple times, Massachusetts Family Business of the Year Award and several times the Reader's Choice Award for #1 Insurance Agency in Natick, among other awards.

Fair and Yeager is deeply embedded into their community both as an agency and their entire team working with multiple organizations throughout the area allocating time and money to such cases as the Relay for life, Natick Days, Natick Center Associates(Natick Center Cultural District) Natick Notary, Jimmy Fund and friends of the Fourth to name just a few.

The agency shares many carriers in common with other NAIA members including Acadia, Andover, CNA, Liberty Mutual, MAPFRE/Commerce, Safety, Travellers, and Vermont Mutual.

Fair and Yeager website: <http://www.fyins.com>

This latest addition brings total membership of NAIA to 45 agencies with 89 locations. NAIA, founded in 2009, aligns itself with historically profitable agencies and key core carriers. In addition to aggregation of agencies volumes, NAIA provides full time management of those books of business, perpetuation planning, mergers and acquisitions consulting, agency Best Practices creation, and many other insurance agency related services to its members. At NAIA, our team helps agents achieve greater profitability from the business they already control.

*Peak Performance for Independent Insurance Agent*

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If you would like more information about this topic, please **contact** North American Insurance Alliance, Headquarters: PO Box 1130, Rangeley, Maine 04970 or **email** Rebecca Sherwood, Director of Marketing and Communications at [rsherwood@naia.onmicrosoft.com](mailto:rsherwood@naia.onmicrosoft.com)