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## **ADAMS Completes Website for Sallop Insurance Agency**

*Concord, Massachusetts*—ADAMS is pleased to announce the completion of the Sallop Insurance Agency's new corporate website ([www.sallop.com](http://www.sallop.com)). The website, created to reflect Sallop's established brand identity, gives further insights into the organization and their leadership providing risk mitigation services to the healthcare and real estate industries. ADAMS developed Sallop's identity focusing on their strength as a team driven to achieve excellence. ADAMS concentrated on developing positioning, design, and content for the new website with a goal of furthering Sallop's continued growth and prominence in the marketplace.

"ADAMS experience in financial services and insurance allowed our site to be implemented quickly and efficiently once they completed the brand identity work. ADAMS is great to work with; they are responsive, manage efficiently, and use a deliberate approach that leads to results," said Gina Matarazzo, Vice President of Sallop Insurance Agency.

*About Sallop Insurance Agency:* For nearly half a century, the Sallop Insurance Agency of Boston, Massachusetts has brought unparalleled excellence in risk mitigation and financing solutions to innovative and emerging industries, particularly healthcare and real estate.

*About ADAMS:* With resolute client focus, ADAMS is a results-driven branding firm that helps clients achieve their goals by developing compelling work grounded in sound strategy. For nearly two decades, we have collaborated with clients across diverse industries to increase their visibility, credibility, and profitability through deliberate, multi-faceted, and creative communications.