



Johnson & Johnson

The Experience of the Past with a Vision for the Future

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Contact: Peter Burrous, Chief Marketing Officer

Phone: 843.577.1484

Email: peter.burrous@jjins.com

Johnson & Johnson to Acquire Erickson-Larsen, Inc.

CHARLESTON, SC – Johnson & Johnson Inc. (J&J) continues the expansion of its footprint by acquiring the assets of Erickson-Larsen, Inc (E&L). The parties expect to complete the transaction effective August 1, 2025. With offices in Maple Grove, MN, and Fargo, ND, Erickson-Larsen is a wholesale insurance firm that serves as an independent resource to retail agents in the states of Minnesota, Montana, North Dakota, South Dakota, Wisconsin, and Wyoming. While E&L specializes in the Transportation product lines, it also offers a full array of insurance products to independent retail agencies. Johnson & Johnson is a fourth generation, family-owned Managing General Agency based in Charleston, South Carolina. Founded in 1930, Johnson & Johnson enjoys a long history of providing superior service and products to Independent Agencies while maintaining its family culture. J&J will add a broad portfolio of first-class products and services to agencies and insureds in the core states serviced by E&L.

“The acquisition by Johnson & Johnson opens exciting new market opportunities for E&L’s retail agency partners along with wonderful opportunities for the staff of E&L. Our cultures and core values are strongly aligned, which will further strengthen our valued agency partnerships while expanding on the products and services we provide. This is an exciting time for us as we are looking forward to continued growth and profitability with our partners and staff,” said Jennifer Larsen, President and CEO of Erickson-Larsen, Inc.

"Adding the E&L team and their agency network to Johnson & Johnson will provide us with a terrific group of employees and agencies which will enhance our ‘service first’ approach to the agents currently served by E&L,” said Francis Johnson, Chairman & CEO, Johnson & Johnson. “Together, we plan to bring a new level of passion, commitment and resources to the Independent Agencies serviced by E&L,” said Harry Johnson, President and COO, Johnson & Johnson.

Johnson & Johnson is a full-service MGA which provides E&S markets, standard markets, and premium financing to Independent Insurance Agents within Alabama, Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Mississippi, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, and Washington. In addition, Johnson & Johnson offers Private Flood coverage, certain Program Business products, and premium financing nationwide.

Home Office: Charleston, SC

Phone (843) 577-0800 | (800) 487-7565 | www.jjins.com

P.O. BOX 899 | Charleston, SC 29402