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## Confie Seguros aimed at Hispanic buyers

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SAN FRANCISCO—A private equity firm and a California broker have partnered to form a platform to consolidate insurance brokerages focusing primarily on Hispanic buyers.

San Francisco-based investment firm Genstar Capital L.L.C. has partnered with Cypress, Calif.-based Westline Corp. to create Confie Seguros. Over the next three years, Genstar and Confie Seguros, led by John Addeo, chief executive officer, hope to build a national distribution company with more than \$300 million in revenue, focusing on markets including California, Arizona, Florida, Texas, Georgia and Nevada.

Based in Cypress, Calif., Westline will serve as the operating platform on which to build Confie Seguros' California business.

Funding for future acquisitions will be provided by a commitment of \$75 million from Genstar and a bank facility with an expected capacity of more than \$200 million.

Mr. Addeo previously served as president and CEO of Alliant Resources Group, and before that as president and chief operating officer of USI Insurance Services. In both positions, he guided efforts to build the firms through acquisitions.

Also involved in Confie Seguros' leadership team are Mordy Rothberg, president, who will lead business development and strategy; Stephan Provenzano, executive vp and chief financial officer; and Andre Urena, senior vp of business development, who also is CEO and founder of the Latin American Agents Assn.

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