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The MJ Companies and Cooper Risk Advisors Partner to Serve Niche Businesses

The new entity will provide enhanced customer service to existing and new clients

INDIANAPOLIS (October 1, 2025) – The MJ Companies, a leading financial services firm for nearly 60 years, and Cooper Risk Advisors, a privately held insurance advisory firm for 100+ years, announced today a strategic partnership with the launch of First and Main Risk Advisors. The joint venture will better serve verticals that are commonly underserved, including local, main street and emerging businesses.

First and Main will provide a comprehensive offering of customized solutions to this niche business segment. This will also allow more focused attention to be provided to independent companies underserved by the marketplace.

Leading First and Main Risk Advisors will be Cooper Risk Advisors President, Brad Frawley, who will assume the role as president of First and Main Risk Advisors. Jon Loftin, president and COO of The MJ Companies, will join the board of directors in a governance and oversight capacity.

“First and Main will prioritize locally owned, privately held and niche businesses, and we’ll work hard to help these companies grow, individually, and as an important part of the community,” Loftin said. “We formed this new, specialized sister company to give these essential entities the attention and service so many have struggled to find.”

Frawley added, “We are excited to partner with MJ to better support businesses in this space. First and Main will allow more robust handling of underserved businesses that matter to our local communities and afford us the opportunity to expand this practice.”

First and Main Advisors will have a national footprint, with offices headquartered in Carmel, IN.

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ABOUT THE MJ COMPANIES

Indianapolis-based The MJ Companies, one of the largest privately held agencies in America, exists to inspire the success, fulfillment, and wellbeing of each person it serves—associates and their families, business partners, clients, and the community. MJ’s client base includes local, regional, and national companies in more than 54 countries and in every U.S. state. With offices nationwide, MJ specializes in a diverse selection of client services including commercial and personal insurance, risk management, employee benefits, retirement, compensation, and total rewards consulting. Additional information may be found at www.themjcos.com.

ABOUT COOPER RISK ADVISORS

Founded in Indianapolis in 1918, Cooper Risk Advisors provides risk management and commercial, private client and specialty insurance to clients around the U.S. and beyond. Their focus on customer-centered solutions means prioritizing service and continually investing in education, training and technology to serve the best interests of customers with tailored plans. Find out more at cooperriskadvisors.com.