

# Parrott Accelerates Growth with Opening of New Office in the High Country

*FOR IMMEDIATE RELEASE*

Blowing Rock, NC / Lexington, NC (January 24, 2022)

Parrott Benefit Group, a leading independent employee benefits firm of North Carolina, is pleased to announce the January 24th opening of a new office in Blowing Rock to expand their services to companies in the High Country.

Since entering the industry in 1981, Parrott Benefit Group has seen tremendous success by focusing on steady growth and client retention throughout North Carolina. In 2015, Parrott expanded from their headquarters in Lexington to an office in Raleigh. Plans to develop operations in Blowing Rock were initiated by the Parrott's and the Shive's, co-owners of Parrott Benefit Group. Their love of the High Country recently led the Shive's to make it their permanent home and begin the company's westward expansion. The third office opens less than a year after Parrott created a new advocacy department and celebrated their 40th Anniversary with a major rebranding initiative.

"Our new location provides the Parrott team with an environment to meet with local clients and strengthens our commitment to client care and customized service," says Liz Shive, co-owner and president. "We wish to extend a warm welcome to all High Country companies seeking innovative solutions in healthcare, human resources, compliance, technology, and financial planning. Like our other offices around North Carolina, we are equipped to guide companies through the complex process of employee benefits while promising exceptional customer service."

For more information about Parrott Benefit Group, go to [parrottbenefitgroup.com](http://parrottbenefitgroup.com) or call 866.249.7705. Their new office is located at 452A Sunset Drive, Blowing Rock, NC 28605.

## ABOUT PARROTT BENEFIT GROUP

Founded in 1981, Parrott Benefit Group is your partner in tailored benefit solutions. Our mission is to provide innovative benefit strategies for clients by utilizing a professional staff dedicated to excellence, service, and integrity. Parrott's approach to the healthcare market combines innovation and strategy with a time-tested commitment to client service excellence. We help clients stratify key business initiatives to include healthcare, human resources, compliance, technology, and financial planning. With locations in Lexington, Raleigh, and now Blowing Rock, we currently help around 200 of North Carolina's employers to meet the needs of today's workforce and be prepared for the next generation. Take your benefits to new heights with Parrott Benefit Group.

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