

# THE EVOLUTION OF PARROTT



## OUR BEGINNING

Our journey began in 1981 when Mac Parrott founded Parrott Insurance & Benefits in Lexington, NC. Beth Parrott joined in 1991 and defined our core principle as being the industry's very best in customer service. Our first advertisement featured Mac's head on a parrot's body, and our very first logo was hand drawn!

## OUR GROWTH

As our agency quickly began to grow, Mac and Beth's daughter and son-in-law joined the agency (Elizabeth Shive in 2008 and Daniel Shive in 2010). To keep our "parrot" roots, we updated our logo to feature a green parrot feather in 2012. By 2017, we had expanded to include a second office in Raleigh, NC.



## OUR NOW

In celebration of our strength and evolution after 40 years of service, we have rebranded to become Parrott Benefit Group! Our new logo includes lettering similar to our past logo, with a refreshed color scheme. We have also chosen a parrot icon, in honor of our very first logo and Mac's original parrot creation!



We truly appreciate the support of our evolution from our clients and partners over the past 40 years. We hope that the following months will open opportunities for us to celebrate our rebrand together, as it is you that makes this journey worthwhile. Thank you for being a part of the Parrott family, and we look forward to forty more fabulous years!

VISIT OUR NEW WEBSITE:  
[WWW.PARROTTBENEFITGROUP.COM](http://WWW.PARROTTBENEFITGROUP.COM)