



MSI Expands Proptech Network with Moved Collaboration

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MSI's renters insurance is now available through Moved, embedding coverage and compliance tracking into the resident move-in experience.

TAMPA, Fla.--(BUSINESS WIRE)--Oct. 22, 2026-- MSI™, one of the largest independent managing general agencies (MGAs) in the United States, today announced a new collaboration with Moved, the leading proptech platform for automating resident moves and ancillary revenue. Under this collaboration, MSI's renters insurance can be embedded directly into the Moved platform, and compliance is tracked via the LeaseTrack technology offered through MSI. More than 4,000 properties and over 1 million units nationwide already use Moved.

For residents, the process is seamless: after signing a lease, a resident is directed to Moved to complete move-in tasks, where they benefit from a built-in renters insurance option powered by MSI — no separate app and no additional login required. Residents can shop and bind a policy in the same place they're already scheduling their move, uploading documents, and completing other move-in requirements, satisfying their lease's insurance requirement as part of a single, guided experience.

Property managers benefit too: with MSI's insurance offering now embedded into Moved, operators gain a trusted insurance relationship and built-in visibility into compliance with the LeaseTrack platform. The platform monitors coverage continuously from move-in to move-out, automatically notifying the leasing team when something changes, while managing renewal communications to keep residents on track. Rather than chasing proof of insurance across email, paper files, or a separate portal, property teams can see coverage status alongside the other move-in tasks and requirements managed through Moved. Every policy is backed by highly rated insurance carriers and MSI's experience serving more than 1.5 million customers nationwide.

"Renters insurance works best when it's offered at the exact moment a resident needs it, inside a platform they already trust to guide them through their move," said Wil Robertshaw, Executive Vice President of Multifamily at MSI. "Moved has built the strongest resident move-in experiences in multifamily, and this collaboration lets us meet residents right in that workflow, with coverage that's easy to buy, easy to manage, and easy for property teams and renters to trust. Pairing that with LeaseTrack means property managers never lose visibility into compliance, even as coverage moves through its full lifecycle."

For Moved, the decision to work with MSI came down to scale, shared priorities, and the fit both companies saw for residents and property managers alike.

"At Moved, we're on a mission to eliminate stress from moving, while taking manual work off property teams' plates and creating new revenue opportunities along the way," said Adam Pittenger, Founder and CEO of Moved. "Bringing MSI into the Moved ecosystem gives residents an easy way to check insurance off their move-in list. That translates to stronger adoption for operators, fewer compliance gaps for onsite teams, and added value from every move."

MSI's renters insurance offers liability coverage from \$100,000 to \$300,000 and contents coverage up to \$100,000, with guaranteed approval and no underwriting questions required. The product is available nationwide and in most Canadian provinces, with optional coverages for risks like bedbugs, biohazard exposure, identity theft, and pet damage. Compliance for every policy is monitored through LeaseTrack, an automated tracking platform for multifamily communities.

The embedded renters insurance offering and compliance monitoring technology are now available to Moved's residential property partners as part of the platform's broader move-in and move-out network.

About MSI

MSI, the brand name for Millennial Specialty Insurance, LLC, is one of the largest independent managing general agencies (MGAs) in the United States and an indirect subsidiary of The Baldwin Insurance Group, Inc. ("Baldwin") (NASDAQ: BWIN). Offering more than 20 insurance products and solutions across personal, commercial, and professional lines, MSI thrives on solving challenges, delivering responsive service, and providing an easy insurance experience to its distribution partners and more than 1.5 million customers. Combining deep underwriting expertise with (re)insurer risk capacity, MSI creates specialized insurance solutions that empower our distribution partners to meet customers' unique needs. MSI is committed to delivering exceptional service and rapid resolutions to customers throughout the policy lifecycle and to building insurance better. Founded in 2015, MSI joined The Baldwin Group in 2019. For more information, please visit www.msimga.com.

About Moved

Moved is a web-based platform that helps residential operators simplify move operations, enhance the resident experience, and drive new revenue opportunities. Trusted by leading owners and operators, including Asset Living, Vivmark Residential, and Bryten®, Moved automates resident move-ins, move-outs, and transfers while integrating seamlessly with property management systems such as Yardi, RealPage, ResMan, Entrata, and more.

You can learn more about Moved at www.moved.com.

About The Baldwin Group

The Baldwin Group, the brand name for The Baldwin Insurance Group, Inc. ("Baldwin") (NASDAQ: BWIN) and its affiliates, is an independent insurance distribution firm providing indispensable expertise and insights that strive to give our clients the confidence to pursue their purpose, passion and dreams. As a team of dedicated entrepreneurs and insurance professionals, we have come together to help protect the possible for our clients. We do this by delivering bespoke client solutions, services, and innovation through our comprehensive and tailored approach to risk management, insurance, and employee benefits. We support our clients, colleagues, insurance company partners, and communities through the deployment of vanguard resources and capital to drive our organic and inorganic growth. The Baldwin Group proudly represents more than three million clients across the United States and internationally. For more information, please visit www.baldwin.com.

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This press release may contain various "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, which represent Baldwin's expectations or beliefs concerning future events. Forward-looking statements are statements other than historical facts and may include statements that address Baldwin's future operating, financial or business performance or Baldwin's strategies or expectations. In some cases, you can identify these statements by forward-looking words such as "may," "might," "will," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "projects," "potential," "outlook" or "continue," or the negative of these terms or other comparable terminology. Forward-looking statements are based on management's current expectations and beliefs and involve significant risks and uncertainties that could cause actual results, developments and business decisions to differ materially from those contemplated by these statements.

Factors that could cause actual results or performance to differ from the expectations expressed or implied in such forward-looking statements include, but are not limited to, those described under the caption "Risk Factors" in Baldwin's Annual Report on Form 10-K for the year ended December 31, 2025 and in Baldwin's other filings with the U.S. Securities and Exchange Commission (the "SEC"), which are available free of charge on the SEC's website at: www.sec.gov, including those risks and other factors relevant to Baldwin's business, financial condition and results of operations. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated. All forward-looking statements and all subsequent written and oral forward-looking statements attributable to Baldwin or to persons acting on Baldwin's behalf are expressly qualified in their entirety by reference to these risks and uncertainties. You should not place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date they are made, and Baldwin does not undertake any obligation to update them in light of new information, future developments or otherwise, except as may be required under applicable law.

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