

Simplicity Financial Marketing New Brand For Futurity First Financial Corporation And Its Subsidiaries

Superior Focus On Industry Growth And Innovation



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Simplicity Financial Marketing →

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HARTFORD, Conn., June 20, 2017 /PRNewswire/ -- Today marks the debut of Simplicity Financial Marketing as the new name for Futurity First Financial Corporation and its leading independent financial distribution platform, positioning the company for continued growth and expansion in the industry.

Simplicity is one of the premier independent financial distribution companies, dedicated to providing its agents and business partners with the best tools and sales strategies to guide their customers in planning for retirement. The rebranding strengthens Simplicity's platform and reflects Simplicity's position as one of the largest distributors of annuities and life insurance in the U.S.

"Our new company name, Simplicity Financial Marketing, exemplifies the leading independent financial distribution company in the industry coming together to offer the power of one cohesive team," said Bill Malloy, CEO.

Simplicity will be organized around several Centers of Excellence to grow its distribution and to significantly expand its footprint in the Independent, Life Insurance, Broker-Dealer, and Partner Firm channels.

Simplicity and its operating subsidiaries serve the needs of insurance professionals, financial advisors and their clients. Each of the operating subsidiaries—Asset Protectors & Advisors, Dressander|BHC (including Vick & Associates), Imeriti Financial Network, and M3 Financial—has its own niche and area of expertise.

"Simplicity Financial Marketing is growing rapidly and breaking new ground," said Malloy. "We represent one of the top annuity, life insurance, and retirement solution companies in the industry—allowing us to bring an even stronger lineup of insurance and financial products to our customers."

About Simplicity Financial Marketing

Simplicity Financial Marketing is one of the nation's largest financial marketing organizations-- providing annuity, life insurance, and retirement solutions to independent insurance professionals, financial advisors and their clients. Headquartered in Hartford, CT, Simplicity is known for its premier services and solutions, as well as leading and operating with the strongest compliant and ethical bearings.

Working with over 20,000 financial professionals, 100 partner agencies and 30 broker-dealer partners, Simplicity brings exceptional value and quality to the industry and its customers.

For more information about Simplicity Marketing, visit www.simplicitymarketing.com or call 800.201.0224.

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