

Simplicity Group Holdings Acquires America's First Financial Corporation and Partners with Don Quante



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SUMMIT, N.J., Jan. 24, 2019 /PRNewswire/ -- To help advisors and their clients address the financial challenge presented by the escalating cost of long-term care, Simplicity Group Holdings (Simplicity) is pleased to announce that it has acquired America's First Financial Corporation (AFFC). AFFC, which will now operate as part of Simplicity LTC, is one of the nation's most well-respected independent insurance distribution companies, focused on helping advisors address long-term care needs of their clients. Simplicity is pleased to welcome Don Quante as its newest Principal and looks forward to making Simplicity LTC's tools and training available to all Simplicity advisors.

"The rapidly rising cost of long-term care is one of the greatest financial challenges facing America's retirees," stated Bruce Donaldson, Simplicity's Chief Executive Officer. "Don and the entire AFFC team have committed to helping Americans successfully plan for the increasing costs of long-term care," continued Mr. Donaldson, "and their commitment to helping financial advisors innovate and strategically grow their businesses is in line with Simplicity's mission. We look forward to helping the team achieve even greater success in the coming years."

AFFC is a thought leader in providing independent financial advisors with wholesale asset-based long-term care and asset protection planning strategies for retirees. Under Quante's leadership, the organization established its flagship educational workshop and lead generation

program, the Million Dollar Advisor System®. Since its inception, the program has been adapted for Broker-Dealers, banks, Insurance Marketing Organizations, attorneys and CPAs.

"Joining the Simplicity Group of companies is an immense opportunity for our business," stated Don Quante, Principal of Simplicity LTC. "Our partnership with the Simplicity Group provides us with the means and support to advance our message and grow to a new level of success."

The America's First Financial Corporation transaction represents another milestone for Simplicity as the 12th organization to join the group of companies. Each of Simplicity's operating businesses is directed by its local management team but with the benefit of being able to access Simplicity's resources. Through acquisition and partnership of top insurance distribution organizations and technology companies, Simplicity seeks to provide sophisticated business solutions that will attract the industry's best in leadership, talent, advisors, and future partners. Simplicity will continue to add new businesses to its platform over the coming years.

About America's First Financial Corporation

America's First Financial Corporation was founded in 1960 with the mission of helping independent financial advisors define their planning specialties in the areas of long-term care and asset protection for the retirement years. The organization provides wholesale asset-based long-term care and annuity products, custom branding and marketing solutions to advisors nationwide. It is also the home of the Million Dollar Advisor System®, a pioneering niche client acquisition program designed for Broker-Dealer, bank, Registered Investment Advisor, Insurance Marketing Organization, attorney, and CPA vocations. For more information about America's First Financial Corporation, please visit www.4affc.com.

About Simplicity Group Holdings

Simplicity Group Holdings has acquired and owns ten insurance distribution businesses and is one of the nation's largest and fastest growing financial marketing organizations. Simplicity provides annuity, life insurance, and retirement solutions to independent insurance professionals, financial advisors and their clients through its operating subsidiaries. For more information about Simplicity, please visit: www.simplicitygroup Holdings.com.

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