

PrimeVest Financial Services Inc., Member FINRA/SIPC

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## **PrimeVest launches Insurance Solutions Group**

[PrimeVest Financial Services](#), one of the nation's largest broker-dealers dedicated to serving financial institutions, announced today the launch of Insurance Solutions Group @ PrimeVest, a service-and-support collaboration with Four Seasons Financial Group, The Dempsey Group, Trumark Services and VIP.

Insurance Solutions Group @ PrimeVest will increase awareness and sales efficiency among PrimeVest financial professionals through an expansive support model augmenting PrimeVest's robust in-house support team. In 2010, that team helped generate more than \$4.3 million in life insurance and long-term-care revenue (not including annuity sales) with 75 percent of that business coming in permanent life insurance. Eighty-two PrimeVest registered representatives met the Million Dollar Round Table qualification levels.

"PrimeVest has a market-leading life insurance model already and this will take it to even greater heights," said **Jim Sorebo**, president and CEO of Four Seasons Financial Group. "Insurance Solutions Group @ PrimeVest will combine elite expertise, focused exclusively on life insurance solutions in financial institutions, with sales training and marketing support to better serve end clients and generate increased revenue for financial institutions."

Comprehensive support from Insurance Solutions Group @ PrimeVest will cover a wide spectrum from point-of-sale assistance to development of new marketing materials. The effort will be focused entirely on the unique needs of financial institutions, financial professionals and their clients.

"Most commonly quoted data indicates that life insurance sales at financial institution investment programs produce between two and four percent of that program's total revenue, but the percentage is much higher at most PrimeVest programs," said PrimeVest EVP and National Sales Manager **LeAnn McCool**. "It's a tremendous way to increase recurring revenue and fee income. Even more important, it's a great way for financial institutions to develop holistic client relationships, serving their entire spectrum of financial needs while increasing wallet share."

The new program was formally introduced recently at PrimeVest's Connect national conference.

"We made a major commitment to life insurance and we've seen dramatic growth as a result," said McCool. "And we expect more growth with the launch of Insurance Solutions Group @ PrimeVest. With their blend of national coverage and expertise, these firms will be a great asset to our financial professionals as they strengthen and expand their client relationships."

### **About PrimeVest Financial Services**

Founded in 1984, PrimeVest Financial Services Inc. is a self-clearing registered broker-dealer serving the clients of nearly 600 financial institutions throughout the United States. With its focus exclusively on financial institutions, PrimeVest delivers innovative investment and insurance solutions, comprehensive support and a flexible program structure built to strengthen client relationships. PrimeVest is a member of the [Cetera Financial Group](#) family of broker-dealers. Cetera provides expansive broker-dealer services, innovative technology, and competitive advisory programs for independent financial professionals and financial institutions nationwide.

PrimeVest is a member of the Depository Trust and Clearing Corporation (DTCC), the Securities Investors Protection Corporation (SIPC), and the Financial Industry Regulatory Authority (FINRA). For more information, see [www.primevest.com](http://www.primevest.com). Investment products are \*Not NCUSIF insured \*May lose value \*Not financial institution guaranteed \*Not a deposit \*Not insured by any federal government agency. PrimeVest is unaffiliated with the financial institution where investment services are offered.

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