

## **Futurity First Insurance Group Focuses on Business Expansion, Steady Growth, Needs of Pre-Retirees & Retirees In Retirement Planning and Medicare**

Rocky Hill, CT (DATE) As [Futurity First Insurance Group's](#) CEO [Michael Kalen](#) looks toward 2012, he announced a continued strategic direction in three areas: (1) business expansion nationally and locally in CT where the firm's corporate office is based, (2) steady growth in sales, the number of career agents, branch offices, independent agents, as well as (3) keen focus on serving the needs of pre-retirees and retirees through financial guidance in [retirement and Medicare](#) planning and a best-in-class product portfolio.

### **Business Expansion**

During 2011, Futurity First opened three branch offices in North Carolina, Wisconsin and Pennsylvania to its total of 15 [branches](#) across the country. Plans are to add between 5 and 10 branches in 2012. These local offices represent numerous job opportunities for those interested in financial services careers serving clients in community-based settings. Additionally, Futurity First expanded its distribution capabilities by acquiring two leading independent marketing organizations, [BHC Marketing, Ltd.](#) and [Dressander & Associates, Inc.](#), to attract and retain independent agents nationally. These new affiliates increased the company's sales capacity by 3,500 independent agents which resulted in Futurity First being ranked as the 4<sup>th</sup> largest annuity sales organization in the country with over \$1 billion in sales. Lastly, Futurity First is adding to its corporate staff in Rocky Hill, CT with plans to double its employee count in 2012 including establishing a branch office in Connecticut. The company maintains other operations in Houston, TX, Chicago, IL and Carmel, IN for additional job opportunities.

### **Steady Growth**

As part of its business expansion, the firm is driving steady growth by increasing the number of career agents and independent agents who find Futurity First's two-channel distribution model for their career advancement, health and pension benefits, and personal growth compelling. Futurity First sales of insurance and annuity products have grown by 51% year over year with an increase in sales 124% over the last 12 months. This consistent growth is supported by a variety of successful lead generation, marketing and seminar programs, training initiatives, as well as the outsourcing of new business administration and commission tracking through [Se2](#).

### **Focus on Pre-Retirees and Retirees**

Since its founding in 2008, Futurity First, its career agents and independent agents have focused on the needs of pre-retirees and retirees, providing objective, no pressure guidance in the areas of retirement planning and insurance protection. The company continues to expand its product line with [best-in-class products](#) from top carriers regionally and nationally offering a range of retirement and insurance solutions to the senior market. The company also ensures a solid national footprint in the Medicare space to serve the needs of retirees. Earlier this year, Futurity First selected Pro Equities, Inc. as its

affiliated broker-dealer to offer investment products and services that allow its agents to deepen and strengthen their customer relationships.

“I attribute this success story to our organization’s commitment to providing career agents and independent agents with excellent career opportunities supported by the resources and products they need to build a sound business and serve the long-term needs of their clients in a very compassionate, caring way,” comments Kalen.

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**About Futurity First Insurance Group ([www.futurityfirst.com](http://www.futurityfirst.com))**

Futurity First Insurance Group, Inc. is an independent, nationwide insurance distribution organization specializing in retirement income and insurance protection solutions from leading insurance companies.

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