



FOR IMMEDIATE RELEASE

Greg Joslyn, The Lowe Group
greg.joslyn@lowecom.com
414.376.7275

DPL Financial Partners Reaches 100-Member Milestone

“Founding Members” embrace Commission-Free insurance as key part of holistic financial plans

LOUISVILLE, KY., Sept. 12 – DPL Financial Partners (“DPL”), the Commission-Free insurance network for registered investment advisors (“RIAs”), today announced that it has welcomed its 100th member firm. This achievement comes just six months after the firm officially rolled out its offering of annuities and life insurance for fiduciary advisors. DPL’s network includes both fee-only advisors who historically have not offered insurance, as well as those who have used commission-based insurance but are moving to the fee-only model.

“We are excited to welcome our first 100 member firms, who we consider Founding Members,” said DPL Founder and CEO David Lau. “The evidence for the need for commission-free insurance solutions is demonstrated by the speed with which these forward-thinking firms have joined DPL to support our mission and enhance their offering for clients. Commission-free insurance is fast becoming the new normal.”

The Founding Member firms range in size from less than \$250M in AUM to over \$20B in AUM. Each firm that joins DPL through Dec. 31 will be recognized as a “Founding Member.”

“We believe to be a true fiduciary, you need to offer clients the type of products they want,” said Alex Murguia, Managing Principal at McLean Asset Management. “Many of our clients want the security and peace of mind that insurance products can provide. The commission-free solutions that DPL offers enable us to better serve our clients in ways that address their financial and psychological needs.”

Over the same period, DPL has teamed up with more than a half-dozen leading insurance carriers with an array of Commission-Free insurance products. “We partnered with DPL because we realize how important it is to serve the RIA community with products that fit their business model,” said Corey Walther, Head of Business Development & Relationship Management at Allianz Life. “Working with DPL, Allianz Life is committed to continue developing products, technology and support that meet the needs of RIAs and their clients.”

About DPL Financial Partners

DPL Financial Partners is an insurance network for RIAs that brings low-cost, Commission-Free insurance products from some of the nation's top carriers to fee-only advisors. DPL is an independent company that works for RIAs to provide unbiased solutions that deliver the best financial outcomes for investors. DPL consultants are product and carrier agnostic. Learn more at www.dplfp.com