

RetireAmerica Speaks Newsletter

January 2010

-Press Release-

RetireAmerica signs marketing agreement with AgentsPlus

Ken Thomas, founder and CEO of Lexington, KY based RetireAmerica announced yesterday that RetireAmerica has entered into a marketing agreement with AgentsPlus, the nation's foremost lead generation company. "This is a huge step forward for RetireAmerica", Thomas said, "We have spent hundreds of thousands of dollars over the past several years experimenting with lead companies. AgentsPlus has proven that they provide the highest quality leads in the industry". RetireAmerica made this announcement coinciding with their new ADS initiative that they are rolling out this month. The ADS program (Agent Development System) under the direction of Shannon Hurst, will have a multi-faceted approach to help independent financial advisors succeed in these tough economic conditions. A combination of radio, print media, telemarketing, and neighborhood canvassing will give the RetireAmerica reps many high quality prospects that are looking for safe money havens for their assets. The AgentsPlus relationship, coupled with the ADS program, will quickly catapult RetireAmerica to national prominence as the #1 provider of "Safe Money Products"!



Left to right. P.J. Ash President, AgentsPlus, Shannon Hurst, Director ADS Program, RetireAmerica, Ken Thomas, Founder/CEO RetireAmerica.



P.J. Ash (left) President of AgentsPlus shaking hand with Ken Thomas (right) Founder and CEO of RetireAmerica right after signing formal Marketing Agreement.

P.J. Ash, President of AgentsPlus says, "We are very excited that RetireAmerica has chosen us to be their strategic partner as they roll out their ADS program. We have had a great relationship and are looking forward to growing with them". "The agents selected to participate in the ADS program will receive marketing support that is unprecedented in the financial services industry", says Shannon Hurst, Director of Agent Development. She continues, "We simply must make our reps the most successful reps in the business".

"RetireAmerica, focuses solely on safe money products that guarantee future security for their clients, We only market products that guarantee the safety of principal and guarantee lifetime income. Things that people want as life expectancies increase", said Thomas.