



NEWS

5035 Prospect Street ♦ Archdale, NC 27263

- For Immediate Release -

Contact: Curt Klein
The Assurance Group
336-474-8942 (O)
740-317-0777 (Cell)
wcklein@assuregrp.com
www.assuregrp.com

The Assurance Group Announces New “Star Agent Program”

Archdale, NC, June 15, 2011 - Ed Shackelford, CEO of The Assurance Group, announces the establishment of a new agent growth and development initiative called “The Star Agent Program”. Designed to offer unique tools and resources for the professional growth of affiliated insurance agents, the program is open to health and life agents nationally.

Shackelford commented, “The Assurance Group is pleased to introduce The Star Agent Program. It is unique to the industry and offers participating agents much-needed resources such as 24/7 on-demand training, leads, lead financing, advanced technology and a diverse product mix designed to serve both the budget and lifestyle needs of our agent’s clients. This program fits extremely well into one of our company’s core goals of developing and maintaining agent-centric programs for the growth and development of our agent partners”.

Agents participating in the Star Agent Program have the option of entering The Assurance Group’s Agency-Builder program, designed for those agents that desire agency management careers.

An additional benefit resulting from The Star Agent Program initiative are the ensuing jobs that will be created. The Star Agent Program is an opportunity for those individuals who have been down-sized, laid-off or have found difficulty remaining in their current industry to change careers. With 10,000 Americans turning 65 each day, there is an ever-growing need for qualified individuals to sell and service insurance products in the senior market.

About The Assurance Group

Founded nearly twenty-five years ago to primarily serve the life and health insurance needs of the residents in the Triad area of North Carolina, The Assurance Group has grown to national prominence as a provider of life, health, annuity and property/casualty products through both career and independent agents. Over one-hundred employees serve thousands of agents and nearly one-million clients from the home office campus in Archdale, NC and regional/district offices throughout the Southeast and Mid-West

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