



For Immediate Release

New Book Helps Insurance Principals Discern Benefits of Mergers & Acquisitions

Colton, CA (January 11, 2012) – In just the past five years, a challenging economy, competition and financing have led a number of independent marketing organizations (IMO) to rise and fall, merge or sell. At the same time, the insurance industry is aging. As the field force and owners are now entering their 50s and 60s, they are searching for options and exit strategies which allow them to receive payment for the value of the businesses they have built.

After directing six mergers and acquisitions for his company during the past five years, the President & CEO of Partners Advantage Insurance Services, LLC, decided to share what he learned along the way. Scott Tietz, CLU, has published a new book entitled *Mergers & Acquisitions 101: What All Independent Marketing Organizations Need to Consider to Survive and Thrive in Today's Changing Landscape*. The book is focused on providing guidance to others in industry who are considering their options.

"It's a very timely topic right now," stated Tietz. "Believe it or not, probably 40 to 50 percent of agencies today would consider a merger opportunity if it were good for the owner and the company."

In today's competitive, high-tech environment, IMOs frequently face a decision to move up or move under to survive and thrive. The book helps agency principals navigate the many questions and issues they will face as they work to keep their company competitive and profitable. It also provides insights on key internal plans which need to be in place once an organization completes a merger or acquisition, in order to provide a smooth transition for the staff and agent base.

Tietz entered the insurance industry in 1982 and opened Partners Advantage Insurance Services in 1993. Serving at the helm of the company, he helped develop it into one of the most successful independent marketing companies in the nation. Prior to the formation of Partners Advantage, he worked as an agent, sales manager, home office regional executive, and general manager for a career agency distribution company.

The book is now available by request through the author.

About Partners Advantage Insurance Services

Partners Advantage Insurance Services, LLC, is an independent national insurance marketing organization with 80 associates located in offices across the country. The company is a one-stop brokerage shop for licensed agents and agencies throughout the United States who sell annuities, life insurance, and health insurance. Partners Advantage also offers specific expertise in the advanced case marketplace, RIA and broker-dealer services for registered representatives, top-tier technology, and unique lead and agency-building programs. Partners Advantage is open 12 hours each business day from 7 a.m. to 7 p.m. Central Time to serve producers and agencies throughout the country. For more information about Partners Advantage, visit their web site at www.partnersadvantage.com.

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