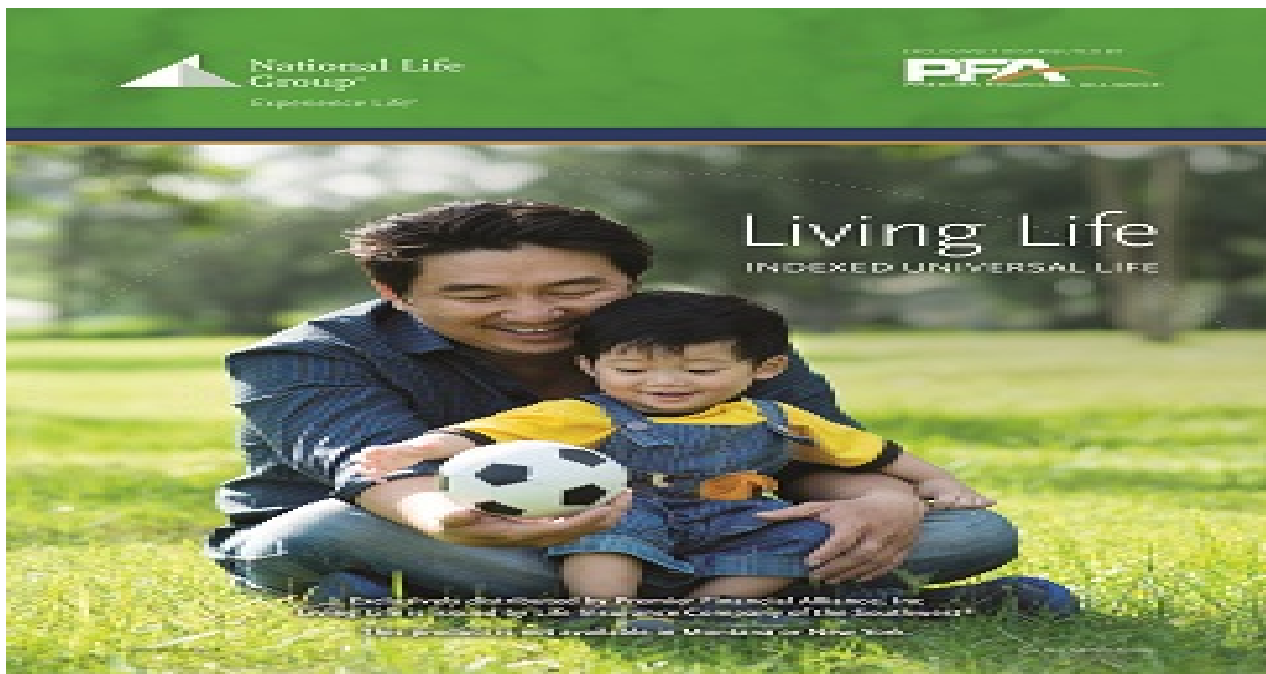




Premier Financial Alliance Introduces ?Living Life? ? Indexed Universal Life Insurance

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David Carroll, CEO and Founder of Premier Financial Alliance, Inc. announced on April 30th, 2016, the debut of Living Life indexed universal life insurance, issued by Life Insurance Company of the Southwest®, a member company of National Life Group®. Within the first six months of the product's debut it has exceeded \$1.3 Billion in Face Amount. According to Louis Puglisi, National Life Group's Senior VP of Independent Distribution, Living Life IUL is one of the fastest growing products in all 167 years of their history.

This product is designed for and targets the estimated 170 million Americans, according to the 2015 LIMRA Insurance Barometer Study, who are dramatically underinsured or who have no life insurance coverage at all. The exclusive GAP Protector Rider is designed to allow people to work their way up to the coverage they need, while reducing their out of pocket premium by potentially thousands during the early years of the policy when coverage is lower.

A representative from PFA explains that Living Life is life insurance where the insured does not have to die to take advantage of the benefits, and includes riders such as Accidental Injury Death Benefit, the Children's Term Rider and the Waiver of Surrender Charge Unemployment.

David Carroll states, "Now is the time for individuals to lock in their future with protection purchased at today's health and today's insurance costs; they don't want to wait until they are older and may have health risks." Living Life is sold only through PFA agents. Those interested in more information are urged to contact a PFA representative.

"While people are living life, Living Life will be there for them," says Carroll.

National Life Group® is a trade name representing various affiliates, which offer a variety of financial service products. Life Insurance Company of the Southwest, Addison, TX, is a member of National Life Group.

Living Life Indexed Universal Life (IUL), form series 20182/ICC14-20182(0614) and all associated riders are underwritten by Life Insurance Company of the Southwest, Addison, Texas. Rider form series numbers: Gap Protector Rider - ICC15/20325(0915), Accidental Injury Death Benefit Rider ? ICC14/20187(0614), Children's Term Rider ? ICC15/20324(0915), Waiver of Surrender Charge ? Unemployment ? 20189(0614). Riders are supplemental benefits that can be added to a life insurance policy and are not suitable unless the insured has a need for life insurance. Riders are optional, may require additional premium and may not be available in all states.

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For more information about Premier Financial Alliance, contact the company here: Premier Financial Alliance Kelly Martin <https://www.pfaonline.com/contact.php> 4411 Suwanee Dam Road Suite 720 Suwanee, Georgia 30024

Premier Financial Alliance

PFA has provided thousands of people the opportunity to start their own business and gain the financial freedom to live their dreams. PFA has continuously transformed people's lives by giving them the tools they need to create successful careers.

Website: <https://www.pfaonline.com/>

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