

ECA Marketing Announces Summit To Prepare For The DOL Fiduciary Rule

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Eden Prairie, Minnesota - August 02, 2016 -
ECA Marketing, Inc. in Eden Prairie, Minnesota, has announced an upcoming summit for insurance agents and financial advisors. The event is designed to give participants guidance on how to prepare for the new regulations regarding IRA's and 401k's and the use of fixed index annuities in them as the rule will be implemented fully in 2017.

Joe Spillman with ECA Marketing says, "Everyone is invited to attend this educational, no hype, informative event being held at the Double Tree by Hilton in Bloomington, MN on September 12th and 13th."

ECA Marketing put together The DOL Fiduciary Summit to provide answers and education that agents will need going forward with the new DOL rules. Mr. Spillman states that there are a number of people in the insurance and financial industries that are concerned about what the new DOL rule will mean to their business. He says that the DOL event is designed to answer questions about the rule, and to guide agents as they move forward with these new changes. More about the summit can be seen at http://dolfiduciarysummit.com/.

"As we move forward you may face a new path, you may need to map things out to avoid the hidden pitfalls and challenges. The purpose of this event is to give you the facts so you can decide what the best route is for you and your business, and so you will be prepared," Spillman says.

At this point, no one knows exactly what the rule is going to look like however, ECA Marketing has brought together a team of knowledgeable industry leaders that will provide an insider's look at the rule as it stands today and give their professional perspective on the rule's effect on the future of the industry, the consumer and the advisor.

The speakers assembled include the Executive Director of NAFA, an Attorney (involved in the current court case), a representative from a B/D, a representative from an RIA, several Top Annuity carriers and, President of ECA Marketing, Inc., Joe Spillman.

Topics will include understanding the new rule, defining the fiduciary role, how the rule will affect businesses and the financial risk that may be evident once the rule goes into effect. More about the rule and how it can affect those in the industry can be seen at http://public.ecamarketing.com/.

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ECA Marketing, Inc.

ECA Marketing is a National Annuity and Life Marketing Organization doing business in all 50 states and several U.S. territories. ECA Marketing is one of the country?s largest Independent Marketing Organizations

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