



SAFE HARBOR FINANCIAL, INC.

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FOR IMMEDIATE RELEASE

Safe Harbor Financial Launches Agent Business Center Timely and Effective Training and Tools for Insurance Professionals

Philadelphia (Nov. 10, 2009) – As always, Safe Harbor Financial, Inc. provides the most up-to-date products from top companies as well as sales and marketing tools and training to independent insurance professionals. Now, agents can access all of their great resources in one, easy-to-navigate location. Launching the new Agent Business Center means Safe Harbor Financial offers a new dynamic presence to their online agent workplace.

“We are continually working to find ways to make doing business easier for you,” said John Branton, CLU, ChFC, the company’s co-founder and president. “Our Agent Business Center will be the business hub for our agents who are seeking the latest training and resources available to them.”

Agents were emailed an activation email today (the day of launch) in order to confirm their online account. Doing this allows Safe Harbor to verify they have your correct information. Newly contracted agents can create an account from the homepage at www.safeharborfinancial.com and get immediate access.

All the forms and quoting resources insurance professionals need can be accessed from this private website. The Training Center and News & Articles sections will be of particular interest to those who are always looking for more information and services to provide their clients.

“We know agents are busy and they need convenient resources available to them,” says Jacki Alberico, who manages marketing and communications for Safe Harbor. “That’s why, for instance, we post our monthly online events in the Training Center where agents can watch them on-demand on their own time.”

Over the years, Safe Harbor has built a solid reputation as one of the top marketing organizations for many of the most prominent and successful insurance companies in the industry. Today and everyday continuing to provide what insurance professionals need to navigate today’s complex financial marketplace.

For more information go to www.safeharborfinancial.com or contact a marketing representative at 800-422-0557.

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Safe Harbor Financial, Inc. is one of the nation's leading marketing organizations, specializing in the distribution of fixed annuity products. Since 1986, the company has provided services and support to independent annuity and life insurance agents.