

Betcher Financial Group Joins Securities America

Affiliation with One of Industry's Largest IABs Opens Door to Vigorous Growth

STERLING HEIGHTS, Michigan – Nov. XX, 2018 – Betcher Financial Group, one of Michigan's leading financial services groups with more than \$250 million in client assets, has joined Securities America.

Affiliating with one of the nation's largest advisory and brokerage firms will ensure BFG remains truly independent, said its founder and president, Joe Betcher.

Betcher Financial Group's nine advisors work out of two locations. Betcher heads up the Sterling Heights, Michigan office. Matt Brosky, a 24-year industry veteran, leads the St. Clair, Michigan group. The two "are fired up" for robust growth and recruiting now that they are with Securities America, Betcher said.

"We're very pleased Betcher Financial Group decided to join Securities America," said Gregg Johnson, Securities America's executive vice president of branch office development and acquisitions.

"Joe and his team have established a thriving and successful network by focusing on outstanding service and protecting their clients from risk. We're eager to help them grow their business through expanded recruiting," Johnson said.

The firm serves as a single source for a wide range of financial services, including retirement planning, investment management, estate planning, tax planning and asset protection. It advocates tax-favored retirement funding, business insurance planning, and income and wealth-replacement strategies.

"Betcher Financial Group focuses on income planning – period," he said. "Our goal is to ensure our clients have a steady, reliable revenue channel."

An annuity advocate, Betcher said today's advisors often run away from a product that could provide the optimal solution. "But we owe it to our clients to offer what is in their best interest."

A significant life insurance producer for many years, Betcher is a life member of the prestigious Million Dollar Round Table and a qualifier in its Top of the Table, the highest ranking an MDRT

member can achieve. He encourages his advisors to aspire just as high and become MDRT members.

“I invest a great deal in our advisors,” said Betcher. “As a result, there aren’t any average producers at Betcher Financial Group. All our advisors are top producers.”

Betcher’s philosophy is that the foundation of a solid financial plan should be guarding against loss of income, while protecting clients’ families, businesses and assets. It’s a philosophy that produces its own rewards – and referrals.

“When you’re a young advisor just starting out, clients refer you to others because they want you to succeed,” said Betcher. “The game changer comes when they refer you to help people they care about.”

The proof Betcher Financial has experienced its game changer sits next to Betcher’s desk – a box filled with hundreds of thank-you notes from people he has helped over the years.

“That’s the reward,” Betcher said. “You help them, you stay in touch, and they’ll help you.”

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For more information contact:

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