



Long Road Risk Management Services, LLC

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KOSS OLINGER ANNOUNCES STRATEGIC PARTNERSHIP WITH LONG ROAD RISK MANAGEMENT SERVICES TO EXPAND LIFE INSURANCE PLANNING BUSINESS

Katie Nentwick, JD, Managing Director of Long Road, joins Koss Olinger as a dedicated resource for clients' life insurance needs

(GAINESVILLE, Florida, January 4, 2019): Koss Olinger is excited to announce a partnership with Long Road Risk Management Services, LLC in Akron, Ohio to expand its life insurance planning capabilities. As a multi-disciplinary financial planning firm, Koss Olinger has long included life insurance in their planning process. However, as the firm has grown its investment and fee-based planning expertise, the need for a dedicated expert in the life insurance area has emerged.

As part of the partnership, Koss Olinger welcomes Managing Director of Long Road, Katie Nentwick, JD, to their team in Gainesville, Florida. Katie brings with her nearly a decade of experience in the life insurance business as well as a legal background that Koss Olinger will leverage for their clients' estate and business planning needs.

"We see Katie's role on our team as a natural step in our firm's growth path that will allow us to focus on the planning and asset management areas of our business. Having someone dedicated to insurance planning helps us manage our client's existing policies and leverage new opportunities," said Kirk Klein, CFP®, ChFC®, Managing Partner of Koss Olinger.

Katie began her career with Valmark in 2009 and was instrumental in developing a fiduciary approach to life insurance before becoming a financial advisor in 2014. Katie joined Long Road in August 2018 and officially became a Gainesville resident in October. As part of her role, she will work with clients and trusted advisors to help uncover and pursue life insurance planning opportunities, while assisting with policy service for the firm's existing life insurance business.

"We are very excited about our new partnership with Koss Olinger, a firm that is world-class in implementing wealth planning processes that help deliver clarity to clients. With Katie's experience and integration, we hope to bring an even greater level of service to the insurance planning side for Koss Olinger's clients," said Craig Welch, CFP®, CLU, President and CEO of Long Road.

About Koss Olinger

Since its founding in 1969 by William F. Koss and William D. Olinger, Koss Olinger has helped thousands of families, individuals and their advisors throughout the country develop individually tailored financial plans for each unique situation. Located in Gainesville, Florida, the advisors at Koss Olinger provide financial guidance and wealth transfer planning to help their clients build sustainable wealth and preserve the multi-generational culture of their clients' core values. This emphasis on objectivity and serving a client's fiduciary best interest is the cornerstone of the firm's business model. Koss Olinger is the product of over 50 years of planning experience and the firm's infrastructure incorporates multiple financial and estate planning disciplines. To learn more, visit <https://www.kossolinger.com/>.

About Long Road Risk Management Services, LLC

Led by Craig Welch, CFP®, CLU®, Long Road Risk Management Services, LLC is a life insurance planning and service firm dedicated to making the life insurance experience exponentially better for clients by taking a "long road" approach. Offering a full spectrum of insurance planning services and solutions, Long Road works closely with clients and their most trusted advisors to ensure their life insurance plans are designed to meet client's unique needs today. Long Road also monitors the plans regularly to ensure clients' coverage continues to help them accomplish their goals in the future. To learn more, visit www.longroadrm.com.

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