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DPL Financial Partners Bridges Gap Between Insurance Carriers and RIAs; Expands Firm with Additional Staff and Significant Capital Backing

- *Firm led by financial industry veteran and entrepreneur David Lau*
- *Company receives growth capital investment from Eldridge Industries*
- *DPL adds 10 additional staff members, including newly hired team of senior insurance consultants*

Louisville, Ky., Feb. 6, 2018 – DPL Financial Partners (“DPL”) today announced a growth capital investment from Eldridge Industries and the addition of 10 new professionals, including a half-dozen experienced insurance consultants, accelerating its initiative to bring low-cost, commission-free insurance products to registered investment advisors (RIAs) and their clients.

“The idea for DPL Financial Partners was born from decades of observing a total disconnect between insurance carriers and RIAs,” said DPL CEO David Lau. “RIA clients need insurance as part of a holistic financial plan, yet their advisor cannot provide the products to meet their needs because the overwhelming majority of insurance products are commission-driven. At the same time, insurance carriers would love to serve the RIA market but need different products, systems and distribution methods to do so effectively. DPL bridges this gap.”

Mr. Lau, who is known for his prior work building Jefferson National and Telebank, added that the newly hired team, including six professionals to consult directly with advisors and their clients on insurance planning, along with senior support staff in technology and marketing, immediately expands DPL’s ability to serve RIAs across the U.S.

DPL aims to reinvent how insurance is delivered in the fee-only space. “DPL is an insurance network for RIAs. RIAs access our consultants to help find and implement low-cost, commission-free insurance products for their clients,” Mr. Lau explained. “Insurance is an important piece of a client’s financial plan, but commissions – both because RIAs cannot accept them and because they drive up product costs – make insurance a non-starter for RIAs. At the same time, we create an effective way for carriers to reach this important market.”

DPL does this by:

- Serving RIAs as an agnostic consultant—providing product expertise and licensing capabilities which enables the RIA to offer clients insurance solutions while retaining the client relationship
- Consulting with insurance carriers to support and develop commission-free products
- Bringing to market quality, low-cost, commission-free products that fit the RIA model

With a unique membership model that aligns its interests with RIA's to find the best insurance solutions for clients, DPL has already brought to market products from more than a dozen prominent national carriers and anticipates working with additional insurance carriers over time.

About DPL Financial Partners

DPL Financial Partners is an RIA insurance network that brings low-cost, commission-free insurance solutions from a variety of the nation's top carriers to RIA practices. DPL insurance consultants are product and carrier agnostic. Our consultants work for RIAs, not an insurance carrier, and work to employ solutions that work to optimize financial outcomes for RIA clients. DPL offers a full suite of life and annuity products. www.dplfp.com

About Eldridge Industries

Eldridge Industries ("Eldridge") is a private investment firm which provides debt and equity capital to support growing companies. Eldridge invests across diversified industries with a focus on media and sports, insurance, real estate development, asset lending and financing, branded food and hospitality, and asset management businesses. In particular, the firm seeks to build and grow companies led by proven management teams that have demonstrated leadership and experience to scale an enterprise. Eldridge is headquartered in Greenwich, Connecticut, with additional offices in Beverly Hills, New York, and London. www.eldridge.com