



Fulcrum Partners LLC Launches Bold New Design for Website and Brand

(September 19, 2012) Ponte Vedra Beach, Florida —Executive benefits consulting firm, [Fulcrum Partners LLC](#), has unveiled its redesigned website and brand identity. The company's new logo, new graphic design, and updated content (<http://www.fulcrumpartnersllc.com>) help communicate the vision and purpose of this fast-growth, industry leader known for providing specialized consulting services for customized deferred compensation and [executive benefit plans](#) to numerous Fortune 1000 corporations and large private companies.

Working with Brand Catalyst Partners, Fulcrum Partners sought to distill its message of leadership, experience, creativity, and accountability through its voice, web presence, print collateral, and visual imaging. Kennan Burch, CEO of Brand Catalyst Partners, says, "In serving each client's specific needs, Fulcrum Partners facilitates synergistic strategic alliances. Their brand was already powerful but Fulcrum recognized it needed to be even stronger to better communicate its depth and versatility."

The company's new look is energized and cohesive, which represents well the nationwide team of Fulcrum Partners and its open architecture business model. As Managing Director Steve Broadbent observes, "The consultants at Fulcrum Partners stand apart from their competitors by standing together to leverage their individual strengths."

Co-founder and Managing Director Joe Thompson explains, "When we founded Fulcrum five years ago, our goal was to be the best in the business, helping companies and organizations attract and retain key personnel, while balancing and optimizing the interests of their executives, shareholders, and other stakeholders. Now, with twelve offices located from the east coast to Hawaii, our goal remains that of being the best in the business, while communicating that our nationwide presence truly establishes Fulcrum Partners as America's premier [executive benefits](#) consultancy."

Fulcrum Partners has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio; Delray Beach, Florida; Honolulu, Hawaii; Houston, Texas; Los Angeles, California; Orlando, Florida; Ponte Vedra Beach, Florida; Portland, Oregon; and Washington D.C.

About Fulcrum Partners LLC:

Fulcrum Partners was founded in Ponte Vedra Beach, Florida, in 2007 by Bruce H. Brownell, CFP®; Scott Cahill; James F. Delay, CLU®, ChFC®, MSFS; and Joseph Arthur Thompson CFP, all former senior consultants of the Executive Benefits Division of Clark Consulting (a division of European-based AEGON). The company has grown rapidly, adding 11 additional senior consultants including 10 former senior Clark Consultants. Collectively, the company serves its clients with more than 200 years of combined professional experience in executive compensation and benefits consultancy.

Contact:
Bruce Brownell
904.296.2563
press@fulcrumpartnersllc.com

Securities offered through ValMark Securities, Inc. Member FINRA, SIPC, 130 Springside Drive, Suite 300, Akron, Ohio 44333-2431 * 800.765.5201. Fulcrum Partners, LLC is a separate entity from ValMark Securities, Inc.