



Fulcrum Partners LLC. Expands Executive Benefits Consulting with Microsites

(Ponte Vedra Beach, FL, September 30, 2015) Fulcrum Partners LLC., a leading executive benefits consultancy, has expanded its online presence with the launch of four microsites. Each of the websites delivers targeted information about one of the company's twelve nationwide offices, providing website visitors with insights regarding the specialties and sub specialties of the Managing Director(s) at that regional location.

The Managing Directors and locations represented by the microsites include: Joseph Thompson and Bruce Brownell, Fulcrum Partners Ponte Vedra Beach, (Jacksonville) Florida (www.fulcrumpartnerspontevedrabeach.com); Andrew Hart, Fulcrum Partners Washington D.C. (www.fulcrumpartnerswashingtondc.com); Gus Comiskey and Stephen Kaufman, Fulcrum Partners Houston (www.fulcrumpartnershouston.com) and Scott Cahill, Fulcrum Partners Orlando (www.fulcrumpartnersorlando.com).

Andrew Hart, Fulcrum Partners Washington, said, "Although my office offers consultative evaluation and planning for a range of executive benefits, deferred compensation and total rewards strategies, we also offer specialized service in BOLI (bank owned life insurance) and COLI (corporate owned life insurance). A microsite providing additional information on these services helps us connect with people seeking these products."

The primary website of Fulcrum Partners (www.FulcrumPartnersLLC.com) explains the services the company provides, presents biographies and contact information on the company's fourteen partners and offers an extensive resource directory of reports, articles, videos and other

materials from the company and other respected human resources and executive benefits professionals. Each microsite features additional information about a specific Fulcrum Partners office and Managing Director.

Bruce Brownell, a founder of Fulcrum Partners, said, “The nationwide locations of Fulcrum Partners are not regional in the sense that they serve only a geographic area. Each of our offices supports clients across the U.S. However ours is a relational business and targeted microsities improve our capability to connect our Managing Directors with our market in ways that enhance the one-on-one services we deliver.”

Founded in 2007 in Ponte Vedra Beach, Florida, Fulcrum Partners reviews and evaluates executive benefit structures, benchmarking existing benefits plans against a company’s designated comparator group and against best practices. Equipped with this data, Fulcrum Partners advises companies on strategies to help attract and retain top talent through deferred compensation planning that benefits both the company and its executives.

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Bruce Brownell

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