



FOR IMMEDIATE RELEASE

Fulcrum Partners Responds to Evolving Executive Benefits Needs

PONTE VEDRA BEACH, FLA -- (Aug. 10, 2017)

Executive benefits advisory, Fulcrum Partners announces the launch of its extensively redesigned website. The updated site is streamlined, responsively conforms to a range of devices and platforms and has straightforward and intuitive navigation and enhanced security features.

[Bruce Brownell](#), a Managing Director and one of the company's founders explained, "We saw the websites of others in our profession continually growing larger and more unwieldy. That's not us; we don't work with our clients by overwhelming them with data that isn't relevant to them.

“We opted to go lean and understated on our new website design. Our clients can cut to the chase, see how their executive benefits stack up to those of their peer group and validate that penny by penny, their company isn’t losing its competitive edge.”

The website <https://www.fulcrumpartnersllc.com> is a custom conceptualization and design, with readily accessible content incorporating rapid response functionality. Within the upgraded site’s first 30 days, integrated analytics tracking documented that website traffic increased 43%, pageviews increased 90% and duration of time spent on the website increased 45% versus the same period year-over-year.

Managing Director [Phil Currie](#), who heads the company’s offices in Los Angeles and in Newport Beach, California, said, “One of our goals was ensuring that our website is fast and highly functional for clients and prospects who access the site through mobile devices. Time matters, and we’ve focused on getting our site load time into the 2 second window.”

The innovative website design, currently in nomination for design excellence awards, is one aspect of a multi-touch marketing campaign launched by Fulcrum Partners earlier this year. [Steve Broadbent](#), Managing Director and head of the company’s Atlanta office, observed, “Over the next few months, Fulcrum Partners is going beyond our high-efficiency, upmarket website redesign. We are rolling out strategies and initiatives not typically utilized in our profession. It’s exciting and we think it will disruptively change the way executives access compensation information and benchmarking data.”

The executive benefits advisory, Fulcrum Partners LLC, was founded more than a decade ago by a select team of deferred compensation consultants. Delivering expertise in cost-effective benefits strategies for companies and executives, Fulcrum Partners has grown to thirteen offices across the US and more than \$6B of assets under management.

Fulcrum Partners LLC:

Fulcrum Partners LLC (www.fulcrumpartnersllc.com) is one of the nation's largest executive benefits consultancies. Founded in 2007, today the company has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio; Delray Beach, Orlando and Ponte Vedra Beach, Florida; Honolulu, Hawaii; Houston, Texas; Los Angeles and Newport Beach, California; Portland, Oregon; and Washington D.C. Find out more about the Fulcrum Partners executive benefits advisory team at www.fulcrumpartnersllc.com/team/.

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