



FOR IMMEDIATE RELEASE

Fulcrum Partners News Becomes Deferred Compensation News

PONTE VEDRA BEACH, FL – (Nov 14, 2018) Fulcrum Partners LLC announces the rebranding of *Fulcrum Partners News*, which earlier this month became, [*Deferred Compensation News*](#).

[G. Scott Cahill](#), Managing Director Fulcrum Partners Orlando and company cofounder said, "Since rebranding our blog, we have seen a remarkable 192 percent increase in readership year-over-year, which we attribute both to the rebrand and to the recent publication of high-interest topics related to updated [IRS tax deferral guidelines](#) and the always-complicated issue of [Top Hat plans](#)."

The blog and industry news platform began publication in September 2012 with the goal of providing information on deferred compensation and executive pay and benefit plans. Today, *Deferred Compensation News* brings readers a comprehensive overview of the latest updates on 409A nonqualified deferred compensation; institutional COLI, BOLI and ICOLI; tax-and cost-efficient non-COLI funding strategies; low-cost tax managed non-COLI asset/liability designs; executive benefits benchmarking; succession planning and timely issues of executive pay and benefits.

Managing Director and company cofounder, [Bruce Brownell](#) added, "We understand that the information we cover is complex and is subject to change both with legislative action and with the economy. *Deferred Compensation News* offers answers and insights from the team at Fulcrum Partners and from other respected industry experts, designed to help companies and executives navigate the changes and make optimal decisions for attracting, retaining and rewarding key talent."

You can read *Deferred Compensation News* at: fulcrumpartnersllc.com/news/.

About Fulcrum Partners LLC:

Fulcrum Partners LLC (www.fulcrumpartnersllc.com) is one of the nation's largest executive benefits consultancies. Fulcrum Partners is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total

Rewards Strategy. 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. Fulcrum Partners is an independent member of the BDO Alliance USA. Learn more about the Fulcrum Partners executive benefits advisory team at <https://www.fulcrumpartnersllc.com/fulcrum-partners-team/>.

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