FINANCIAL INDEPENDENCE GROUP®

WHO IS FIG?

Founded in 1976, Financial Independence Group (FIG) is a leading insurance marketing organization (IMO) dedicated to empowering independent financial professionals. With over 250 employees and a presence in all 50 states, we specialize in annuity, life insurance, and long-term care products, as well as various financial solutions.

For 50 years, FIG has built strong partnerships by focusing on relationships and providing tailored strategies, innovative tools, and unwavering support. We seek to drive meaningful growth for financial professionals, fostering a community where independence thrives, and success is shared.

MISSION AND VISION:

Empowering Financial Professionals™

To simplify and execute the financial dreams of families across the world.

CORE VALUES:

- Unique perspectives drive optimal solutions
- Mastery begins with humility
- Coaching is endless and growth has no limits
- Perpetual excellence

THE FIG STORY

1976
Cain and Associates, Inc. was founded by Dr. William Cain.

1987
Cain and Associates, Inc. acquired another company and officially became Financial Independence Group.

2001
FIG has a record-breaking year, hitting $100M in annuity sales.

2009
Following the passing of Chief Marketing Officer Bo Johnson, FIG honors his legacy by establishing a foundational plan to preserve long-term independence.

2014
FIG launches its proprietary Elevate marketing and business development platform, and reaches $2B in total production.

2019
FIG brings its foundational plan to life, launching a unique Co-CEO model as total production surpasses $3B.

2024
Growth reaches 200+ employees and $5B+ in production. FIG enters the banking industry with the acquisition of InSource, now FIG Institutional.

2026
FIG celebrates 50 years of growth and impact, a historic milestone among insurance marketing organizations.

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FIG **PRODUCTS & SERVICES**

CORE PRODUCT LINES

- **Annuity**
- **Life Insurance**
- **Care Planning**

100+
Carrier Alliances

EXTENDED SERVICES

- ✓ **Medicare**
- ✓ **Disability Insurance**
- ✓ **Estate Planning**
- ✓ **Advanced Strategies**
- ✓ **Trust Services**
- ✓ **Marketing Services**
- ✓ **Business Development**
- ✓ **Talent Acquistion**
- ✓ **Succession Planning**
- ✓ **Real Estate & Mortgage**
- ✓ **Professional Employer Organization**
- ✓ **Business Administrative Services**

FAMILY OF COMPANIES

alphastar CAPITAL MANAGEMENT

A registered investment advisor offering in-depth resources and business development to help advisors build their practice through personalized advice, strategic investing, and stronger client relationships.

BARNABAS CAPITAL

A broker-dealer offering investment and insurance solutions to grow and protect investment portfolios utilizing technology, product expertise, and personalization to deliver a comprehensive suite of structured products and expert support.

ipcg Independent Property and Casualty Group

Property and casualty protection that offers financial professionals and their clients the best insurance coverage options for personal and business risk mitigation, including property and casualty, errors and omissions, and cybersecurity insurance.

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OUR **LEADERSHIP**

INNOVATIVE CEO MODEL. FOSTERING LEADERSHIP AND GROWTH.

At FIG, successful leadership drives results. Our unique team-based CEO model—featuring three co-CEOs—ensures diverse perspectives and collaborative decision-making at the highest level. Supported by a strong senior management team, we prioritize independence with a robust succession plan to secure our company's legacy for generations to come.

Our leadership team is accessible and committed to empowering financial professionals with innovative strategies and actionable solutions, fostering a true partnership that drives mutual growth.



DR. WILLIAM H. CAIN
Founder &
Chairman of the Board



ERICKA CAIN
Founder



BRIAN WILLIAMS
Co-Chief Executive Officer



MIKE MULLAN
Co-Chief Executive Officer



JIM COOPER
Co-Chief Executive Officer



NICHOLAS ROSS
Chief Strategy Officer



ARRON PRICE
Chief Technology Officer



TOM LAMENDOLA
Chief Marketing Officer



ROBERT SHORT
Chief Financial Officer



MEREDITH DUMFORD
Chief People Officer



BRETT HYNES
President of Sales

For any inquiries about our company and the services we offer, please contact Tom Lamendola.
tom.lamendola@FIGMarketing.com



"Give the GIFT of positive impacts."

FIG's passion for giving back extends beyond the support and resources we offer our partnered financial professionals. The **Give, Invest, Feed, Teach (GIFT)** initiative gives back to our community members through monetary and volunteer opportunities.

GIFT is a donor-advised fund established with the Foundation For The Carolinas philanthropic organization. Its purpose is to strengthen our community by supporting local organizations focused on financial literacy, education, and hunger because each one of us has the potential to impact a person, a cause, or a community.

FIG ACCOLADES

Financial Independence Group actively participates on industry boards and collaborates with leading companies to drive innovation, enhance operations, and secure sensitive data within the financial services sector. These relationships allow us to stay at the forefront of industry trends and deliver superior support and resources to financial professionals. By fostering collaboration, we're committed to empowering advisors to achieve greater success for their clients.

INDUSTRY MEMBERSHIPS & CERTIFICATIONS

Advantage Insurance Network (AIN)

The most transparent, fair, and professional partner to distributors and insurance companies in life, annuity, and long-term care.

Bank Insurance & Securities Association (BISA)

The leading financial services industry association dedicated to serving those responsible for marketing, sales, and distribution of securities, insurance, and other financial products through the bank channel.

Financial Industry Regulatory Authority (FINRA)

An independent regulatory body working to protect investors and ensure the integrity of US securities markets by overseeing brokerage firms and registered representatives.

Insured Retirement Institute (IRI)

A leading association for the entire supply chain of insured retirement strategies, including insurers, marketing organizations, banks, broker-dealers, and more.

LIBRA Insurance Partners

An insurance marketing organization dedicated to serving its partners and their brokers in navigating the marketplace. LIBRA exists to offer industry-leading knowledge, resources, and education to provide financial security.

Life Office Management Association (LOMA)

A worldwide trade association providing research, training, and education to improve the life insurance and financial services industry.

National Association for Fixed Annuities (NAFA)

A national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities.

SOC II Type 2 Certification

A tech-oriented compliance standard that assesses the effectiveness of an organization's security controls and information security practices.

FIG **BRAND GUIDELINES**

Full/Primary

FINANCIAL INDEPENDENCE GROUP®

Long

FINANCIAL INDEPENDENCE GROUP®

Triangle



Navy
#041a30
RGB: 4,26,48
CMYK: 94,80,51,65

Blue
#223f5e
RGB: 34,63,94
CMYK: 93,75,40,29

Light Blue
#689ebc
RGB: 104,158,188
CMYK: 61,27,16,0

Red
#811517
RGB: 129,21,23
CMYK: 29,100,98,36

Dark Red
#590707
RGB: 89,7,7
CMYK: 37,94,88,59

Secondary Colors

Teal
#017089

Blue Grey
#586371

Orange
#a84725

Green
#72997e

Brown Grey
#e4e4e4

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We take pride in utilizing the full FIG logo for most branding purposes, with our navy serving as the primary color. We emphasize our core colors while reserving secondary colors for strategic accents that enhance our visual identity.

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