Simplicity Acquires Goheen Companies and Welcomes Shawn Goheen and Morgan Goheen to its Partnership



NEWS PROVIDED BY Simplicity Group → 03 May, 2023, 09:00 ET

SUMMIT, N.J., May 3, 2023 /PRNewswire/ -- Simplicity Group ("Simplicity") today announced the acquisition of Goheen Companies ("Goheen"), a Texas-based brokerage specializing in premium financed life insurance solutions.

With the successful closing of this transaction, Simplicity welcomes Shawn Goheen and Morgan Goheen as partners, both of whom will continue to lead their office and serve their clients while adding Simplicity's extensive resources to their offering.

"Shawn is a strong leader with a proven track record in this industry and we are proud to welcome him and his daughter Morgan, who has played a critical role in the growth of their business, to Simplicity," said Bruce Donaldson, President and CEO of Simplicity. "The Goheen agents and advisors will immediately benefit from access to Simplicity's proven marketing and sales resources, combined with the expertise that Shawn, Morgan and their team bring to each relationship."

"We are excited to usher in the next stage of growth for Goheen Companies with the Simplicity

Group," said Shawn Goheen. "Everything we do is about delivering service and value, and our

partnership with Simplicity allows us to increase this exponentially."

"Relationships are at the heart of our business, and we could not be prouder to join Simplicity -

a group that shares our approach and values," said Morgan Goheen. "Our agents and advisors

will immediately appreciate and take advantage of Simplicity's extensive marketing resources

in support of their sales process and client acquisition efforts."

About Goheen Companies

Specializing in premium financed life insurance, life insurance financed equity, life insurance

solutions for individuals and small to mid-sized businesses, Goheen Companies prides itself

on its ability to provide custom solutions to meet clients' needs. For more information, please

visit https://www.goheencompanies.com/.

About Simplicity Group

Simplicity Group is one of the nation's largest and fastest-growing financial product

distribution companies. Each of Simplicity's operating businesses is directed by its local

management team and benefits from access to Simplicity's group resources. Through

partnership with top distribution organizations and technology companies, Simplicity seeks

to provide compelling business solutions that will attract the industry's best leadership,

talent, advisors, agents, and future partners.

Simplicity supports independent financial advisors and agents across the country with

investment, annuity, and life insurance solutions with a focus on client education, consumer

value and partnership. For more information, please visit: www.simplicitygroup.com and

follow the Company on LinkedIn.

MEDIA CONTACTS

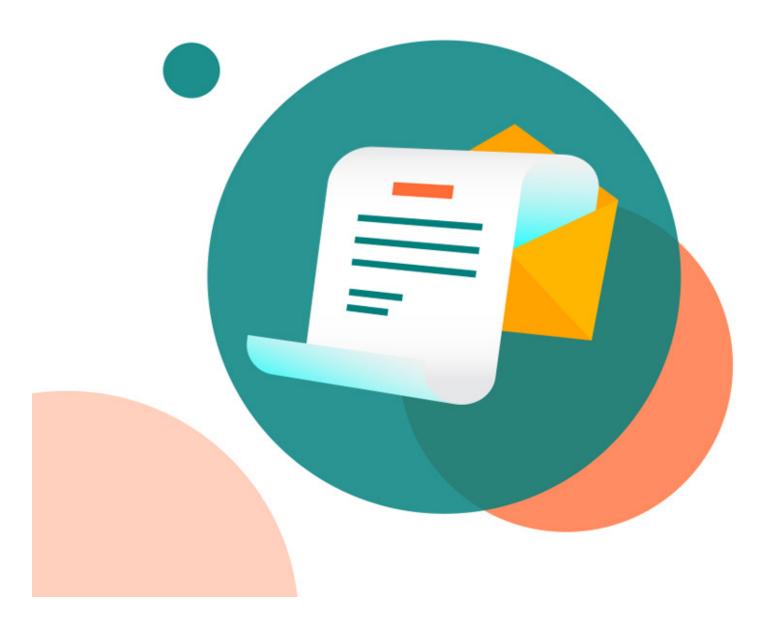
Denielle Webb Alex Timeus

Simplicity Group Simplicity Group

P: 347-204-7181 / E: P: 201-987-7176 / E:

denielle.webb@simplicitygroup.com alex.timeus@simplicitygroup.com

ಹ್ಲ



PRN Top Stories Newsletters

Sign up to get PRN's top stories and curated news delivered to your inbox weekly!

Enter Your Email

Select Country

Submit

By signing up you agree to receive content from us.

Our newsletters contain tracking pixels to help us deliver unique content based on each subscriber's engagement and interests. For more information on how we will use your data to ensure we send you relevant content please visit our PRN Consumer Newsletter Privacy Notice. You can withdraw your consent at any time in the footer of every email you'll receive.