

Florida Financial Advisors Joins Forces with AmeriLife to Expand Wealth Management for Working-Class Americans

AMERILIFE

Industry-leading financial advisory and broker dealer to tap into AmeriLife's best-in-class resources to increase opportunities for advisors and clients nationwide



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AmeriLife Group, LLC ("AmeriLife"), a national leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions, announced today that it has partnered with **Florida Financial Advisors**, a full-service, comprehensive wealth management and financial planning firm and insurance brokerage dedicated to helping middle market Americans grow and secure their wealth and achieve their retirement goals. Per the agreement, terms of the deal were not disclosed.

"At Florida Financial Advisors, it's all about our core values: integrity, work ethic, drive, entrepreneurship and servitude," said Jason and Allyson Mickool, founders and CEO and CFO, respectively, of Florida Financial Advisors. "What drove this partnership with AmeriLife was an alignment with those values. Now, with expanded resources, leadership and expertise, we're excited to take our firm to new levels of success while taking our unique value proposition for working-class Americans to the national stage."

Headquartered in Tampa, Fla., with offices in Orlando, Jacksonville and Miami, Florida Financial Advisors employs a unique, holistic advisory model designed to maximize its clients' investments no matter the economic environment. The firm offers financial products and solutions, including financial planning, wealth management, insurance, and other services designed to achieve the goals of the everyday investor. Alongside its subsidiaries Tristate Financial Advisors and Georgia Financial Advisors, Florida Financial Advisors employs more than 150 licensed financial planners and advisors who go above and beyond to customize the right solutions for their clients, taking a personalized approach to navigate the unique financial circumstances of each.

"When I think of Jason and Allyson Mickool, I think of outstanding people who are leading an outstanding organization," said Mike Vietri, Chief Distribution Officer of AmeriLife Wealth. "The accomplishments they've achieved in such a short period of time – and the team of advisors that supports them and continues to drive the business – are incredible. Jason and Allyson have

developed a strong organization of professionals with a culture committed to providing the most professional advice to clients. As AmeriLife continues to grow its Wealth platform, we're excited to add to our distribution the distinct solutions and services that Florida Financial Advisors brings to the table. I look forward to our many successes together."

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About Florida Financial Advisors

Florida Financial Advisors, Inc. (FFA) is a Tampa, Fla.-based independent financial advisory and FINRA-registered broker dealer with a network of more than 150 advisors operating in Florida, Pennsylvania, North Carolina and Georgia. As a full-service, comprehensive wealth management and financial planning firm and insurance brokerage, FFA is committed to helping working-class Americans maximize their financial future through its unique, holistic advisory model, the FFA Solution. FFA has been recognized with a number of industry awards, including locally by ThreeBestRated.com, City's Best Awards and Expertise.com as a top financial services firm. For more information, visit FloridaFA.com.

About AmeriLife

AmeriLife's strength is its mission: to provide insurance and retirement solutions to help people live longer, healthier lives. In doing so, AmeriLife has become recognized as the leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions to enhance the lives of pre-retirees and retirees across the United States. For more than 50 years, AmeriLife has partnered with top insurance carriers to provide value and quality to customers served through a distribution network of over 300,000 insurance agents and advisors and more than 120 marketing organizations and insurance agency locations nationwide. For more information, visit AmeriLife.com, and follow AmeriLife on [Facebook](#) and [LinkedIn](#).

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