



TheInsuranceAdvisor.com

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FOR IMMEDIATE RELEASE

Tampa-Based Firm Devoted to Demystifying Insurance Information

TAMPA, Fla. -- Barry Flagg, principal, of TheInsuranceAdvisor.com, Tampa, Fla., recently addressed a National Financial Partners forum of CPAs, tax attorneys, and insurance professionals about the importance of comparative information on insurance products.

"Knowing what type of insurance product to buy and whether an existing policy should be replaced is an increasingly complex issue," Flagg emphasized. "Without the type of benchmark reports and rating systems that are available for investment products, manual comparisons among insurance products tend to be incomplete, time consuming and produce inconsistent results," Flagg said.

Committed to promoting new and profitable alliances between advisors and insurance agents, Flagg introduced the Confidential Policy Evaluator System. CPE is an objective tool for evaluating the five factors that determine the suitability of life insurance products:

- Financial strength and claims-paying ability
- Pricing competitiveness
- Pricing stability
- Relative cash value liquidity
- Historical performance

In the process of creating a standard basis of comparison, CPE also converts insurance jargon into common terms that are familiar to most financial services professionals.

As clients increasingly look to CPAs for insurance advice, Flagg says he realized the need to distribute the type of information that has traditionally been "owned" by insurers and only available to licensed agents. "Every year, millions of life insurance policies are purchased," Flagg said. "With CPE, there is now a standard rating system for evaluating thousands of different products that use different terminology and were designed for different planning objectives."

About TheInsuranceAdvisor.com

TheInsuranceAdvisor.com (TIA) is an online, objective, rules-based resource for researching all types of life insurance products. TIA's mission is to clarify insurance pricing and bring a common-sense understanding to policy evaluation and value.

About National Financial Partners Corp.

Founded in 1998, NFP is a leading independent distributor of financial services products to high net worth individuals and growing entrepreneurial companies. NFP is headquartered in New York and operates a national distribution network with over 1,400 producers in 40 states and Puerto Rico consisting of over 135 owned firms and over 180 affiliated third-party distributors.

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