
Crump Life Insurance expands relationship with AXA Network

By Editor Test *Sat, Aug 11, 2012*

Effective July 2, 2012, AXA Network's 119 employees at its Harrisburg location became employees of Crump, continuing to service AXA Advisors financial professionals exclusively as a national account of Crump Life Insurance Services.

Crump Life Insurance Services will provide enhanced technology and life brokerage sales support for the more than 5,000 financial professionals in the AXA Network, according to a Crump release.

The expansion of the firms' existing partnership will give AXA Advisors access to "highly-rated non-proprietary products that offer a full spectrum of life-related insurance solutions for their clients, as well as disability income insurance products and variable annuities," the release said.

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"After looking at multiple options, we concluded that expanding the relationship with Crump would best meet the needs of our financial professionals and their clients, as well as the employees within AXA Network," said Bucky Wright, chairman and chief sales officer of AXA Advisors, LLC.

"This change will allow our financial professionals to leverage Crump's breadth and depth of expertise in brokerage to bring industry-leading capabilities in technology, sales tools, and marketing resources to help them grow their business and enhance client services."

AXA Advisors financial professionals will access long-term care and disability insurance products exclusively through Crump, and use Crump's "turnkey policy-review program and advanced markets expertise at the distribution level to support complex sales on a multi-carrier platform," the insurance distribution firm said.

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