

# Advanced Resources Marketing Announces the Opening of Its Satellite Office in Florida

TAMPA, Fla., and BOSTON, Mass., Jan. 15, 2013 (SEND2PRESS NEWSWIRE) – Advanced Resources Marketing (ARM), one of the country's largest distributors of Long Term Care Insurance (LTCi) announced today the opening of a satellite distribution office in Tampa, Fla. This location joins the main office in Boston, and satellite offices in Merion Station, Pa., and McLean, Va., as a growing part of ARM's distribution network.

With this added location, ARM will be providing service to brokers, agents, and agencies in all segments of LTCi marketing and distribution along the eastern seaboard and west to Texas.

Heading up the Tampa office will be 20+ year LTCi veteran Kyle Metcalf. Mr. Metcalf has been involved in several facets of the LTCi industry over the years and in the last decade has been focused on building and servicing distribution.

Mr. Metcalf said, "ARM and I are a perfect fit for this project. Their service model, experience, and resources are important tools needed to build the distribution potential this area of the country has."

Joseph Pulitano, CLTC, President of ARM noted, "We've have been intrigued with the potential of the southeastern to Texas part of the country for some time. The demographics and lack of large distribution outlets provide an excellent opportunity for growth in both the individual and multi-life LTCi markets. And we know of no better qualified person to head it up than Kyle Metcalf. Kyle has a great deal of experience, a reputation of integrity, and an impressive track record of success within the industry. We are excited!"

Mr. Metcalf will be providing brokers, agents, and agencies brokerage services such as long-term care financing & product training, case analysis, and sales guidance.

ARM will provide all of administrative support services such as proposals, licensing and accreditation, new business processing, supplies, and marketing support.

## **About ARM:**

Founded in 1986 by its president, Joseph G. Pulitano, CLTC, ARM has grown to be one of the Top Five LTCi Distribution and Marketing Companies in the U.S. today. With a focus on education, its growth has been the direct result of the agents, brokers, and financial professionals who work with ARM who have been properly trained to understand the financing of long-term care services and the options available to their clients.

ARM is also a leader in affinity distribution to large associations such as

Bar Associations, CPA Societies, Teacher's Unions, Medical Societies, and AAA Club and is a leader in distribution to employer groups.

More information: <http://www.armltc.com/> .

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