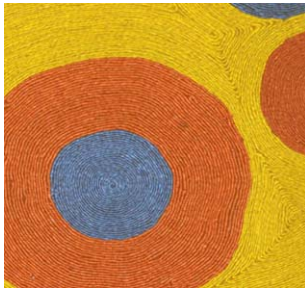




Bud Russell
Chairman, President & CEO
Balsaer Companies

Who We Are, Balsaer | What's in a Name?



What's in a name?

Everything you stand for, if you're lucky. It defines who you are, your reputation, your style. If you make a difference and help bring about innovation and change, your name becomes your calling card.

What's in a company name?

Everything you build into the philosophy of your firm. If you foster an extraordinary work ethic among quality people and place a high value on tackling your client's problems, your name is synonymous with your reputation. Your name means integrity.

What's in the Balsaer name?

Since the first half of the 20th century, the Balsaer name has represented innovation and dependability in business. In the last quarter of the 20th century, the Balsaer reputation grew as a trusted advisor in executive benefits and funding strategies. Ronald Davis Balsaer redefined executive benefit funding and insurance products through ingenuity. Barbara B. Balsaer raised the bar for client-focused consulting and service. And, the new century promises even greater opportunities.

What is Balsaer Companies?

You may be well acquainted with all or only part of our family of companies: Balsaer Financial Corporation, Management Compensation Group Southeast, Benefit Plan Services, and One Securities Corporation— and our parent company National Financial Partners. We specialize in nonqualified executive benefits solutions focusing primarily for Fortune 500 public companies. Operating under the “Balsaer Companies” banner since 1999, we will continue to offer clients the highest level of commitment which they have come to expect.

What's behind our name

We believe the things that matter: integrity, ingenuity, solutions, service. With these attributes, we provide the right solutions for our clients.



**Executive
Benefits**