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DAVID APPEL LAUNCHES APPEL INSURANCE ADVISORS

NEWTON, Mass., October 17, 2011 – David Appel today announced the formation of Appel Insurance Advisors, LLC, an independent “people insurance” firm acting as an advisor and/or broker in the acquisition of life, disability, long-term care and corporate executive benefit programs. The new company maximizes Appel’s 20 years of experience and serves clients both in the New England region and nationally.

Most recently a partner in Goldwasser-Appel Insurance Advisors, Appel aims to continue to grow his reach and specialty in serving emerging wealth couples, established families and successful companies. With a team of four, Appel Insurance Advisors offers both estate planning strategies and insurance to help clients protect their families and businesses from the financial pitfalls of death, disability, and the drain of long-term care expenses. Additionally, Appel assists through the collaboration of other professional advisors to help his clients achieve their savings and generation-to-generation wealth transfer goals.

“I’ve always considered myself in the “people insurance” business and aim to specialize with the highest level of service in this new boutique office,” said Appel. “We are creating the perfect environment where I can better serve my existing clients and reach out to new ones.”

Appel is a 1992 graduate of the Whitman School of Management at Syracuse University. He manages his practice with a consultative, service-oriented approach to personal and business insurance planning. Appel was the 2005/2006 President of National Association of Insurance and Financial Advisors Boston, and serves on the NAIFA-Massachusetts State Board. He is a 15-year member of the Boston Estate Planning Council and served on their Board. Appel is also one of a few Licensed Insurance Advisors in the Commonwealth of Massachusetts. He holds both the Chartered Life Underwriter (CLU) and Chartered Financial Consultant (ChFC) designations and is an Accredited Estate Planner (AEP). Appel regularly speaks at life insurance industry meetings throughout the United States and internationally.

He is a 15-year qualifying and life member of the International Million-Dollar Round Table (MDRT), with 2010 & 2011 Top-of-the-Table qualifications and eight Court-of-the-Table qualifications. This places him among the top one-quarter of one percent, of the world's best life insurance and financial services professionals.

Appel is active in the community as an Executive Officer and National Commissioner for the Anti-Defamation League of New England. He is a past board member of the Jewish Community Centers of Greater Boston and sits on the Board of Governors for CJP. He is Past-President of the Acorn Foundation, and Past President of the Greater Boston Syracuse University Alumni Club. Appel resides in Newton, Massachusetts with his wife and four children. For more information, visit www.appeladvisors.com or call 617.332.7900.

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