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SERP Legacy Consultants Announce PARC Street Partners

Firm to focus on radical service and expertise in the executive benefits space

SYOSSET, New York, October 3, 2023—Christopher J. Jones, ChFC®, CLU® and Bruce D. Smith, CFA®, have announced the creation of PARC Street Partners, an exciting new independent financial services company committed to helping credit unions and non-profits provide cost-effective benefits plans designed to attract and retain talent. The company will launch on October 15, 2023.

Joining Jones and Smith among the leadership at PARC Street Partners are Tim Strandquist, Tammy O'Hara, and Kirk Kordeleski along with their dedicated support staff including a client services team made up of Nicole LaCorte, Emily Barrows and Lori Caracappa, design analysts Andrew Smith and Matthew Smith, a marketing team of Joseph Byers and Lori Rodriguez, and new business coordinator Dawn Smith. This team has been operating independently as part of OM Financial Group for the last ten years and, as PARC Street Partners, will continue to provide the same products and sterling service that has made their reputation in the industry.

"PARC Street Partners is a new company founded on a very old idea," says Smith. "Solving problems for customers is good business. Our team will carry on providing great Supplemental Executive Retirement Plan (SERP) solutions for credit unions as well as the same, if not more exceptional, service that our clients have come to expect."

"With our experience in the industry and our reputation for getting things done and serving our customers, we are confident PARC Street Partners will succeed," says Jones. "Our name is an acronym. PARC stands for Plan, Attract, Retain, Compensate which are our guiding principles when implementing SERPs."

Jones and Smith have more than five decades of financial services experience, most recently as senior partners with OM Financial Group where they put together the team that is forming the new venture. PARC Street Partners is an idea borne out of a desire to independently set the service agenda for its customers.

"What they have been able to do is what we envisioned when we founded OM Financial," says Joe Malouf, co-founder of OM Financial Group. "They have increased their reputation and ours

for years and now have their own company. They can service their clients using their own unique methods."

"This team has a unique combination of experience, competence, confidence and knowledge of our industry that can add value to both credit unions and their executives," says Michael Castellana, Chief Executive Officer at Broadview FCU in Albany, New York. "They start as your consultant and quickly become a partner which should excite every credit union looking to offer competitive benefits."

When it launches on October 15th, PARC Street Partners will offer both types of SERP options available to the non-profit world, Collateral Assignment Split Dollar plans as well as 457(f) plans. In addition, they will continue to provide educational webinars to the credit union industry.

PARC Street Partners is based in Syosset, NY with offices in South Carolina, Texas, Florida and Massachusetts and have the capability to serve credit unions and non-profits nationally.

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