

Broker Dealer Financial Services Corp.
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PRESS RELEASE:

BDFSC Holdings Corp. Promotes Barbara Bennett to Chief Operating Officer

West Des Moines, IA, November 17, 2015 - BDFSC Holdings Corp., parent company of the subsidiary firms, Broker Dealer Financial Services Corp. (BDFSC), Investment Advisors Corp. (IAC) and Bankers Financial Services, LLC., announced today the promotion of Barbara Bennett to Chief Operating Officer. She will have the primary responsibility of driving the company to surpass sales and profitability by overseeing the new Advisor Relations Department made up of Relationship Managers and Product Managers. She will also be overseeing the training for the firm, and will continue to be the West Des Moines Branch Manager, BDF Investments.

“Barbara has played a key role in our success and I am confident that with her immense brokerage and insurance experience, she will continue to help us to grow the firm,” said Lisa Smith, President & CEO.

Ms. Bennett joined the company in 2013 as Branch Manager for BDF Investments, West Des Moines. Ms. Bennett has 30+ years of investment industry and legal and compliance experience. She has been responsible for recruiting, training and managing brokerage firm sales professionals and administrative personnel. Her experience includes operational and financial success of investment firms, developing product departments and strategic alliances, supervising sales practices, establishing marketing plans and managing regulatory and customer inquiries.

Ms. Bennett received her Bachelor of Arts Degree from Colorado Women’s College and her JD from Creighton University School of Law.

Broker Dealer Financial Services Corp. (BDFS) and Investment Advisors Corp. (IAC) are premier financial services companies that bring value by providing flexible commission-based, fee-based and insurance platforms to independent, proprietary and bank/credit union financial advisors.