



**Barry Wirt, Jr.**

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Barry started his career in the life insurance brokerage world in 2007, after graduating from the University of Virginia. The son of a very successful life insurance producer, Barry came into the industry having studied his father's business for years. After two years as the Mid-Atlantic Brokerage Director for Advanced Planning Services, he took on a larger role recruiting new agencies and advisors. In 2009, he became COO of Underwriting Services of America (USA), which he helped grow into an IMO comprised of 40+ firms around the country, many of which Barry recruited. Also in 2009, he co-founded, along with Mike Rodman and his father, Premier Life Strategies, the East Coast branch of Underwriting Services of America. Premier continued to thrive for the next few years even as his focus was on recruiting agencies to USA. In 2013, Barry decided to focus his work on individual producers rather than agencies, and he devoted himself to recruiting agents for both Underwriting Services and Premier Life Strategies. Over the course of the last 10 years, Barry has been responsible for placing well over a billion dollars in life insurance face amount, adding up to tens of millions in target premium.

Large cases have always been a passion for Barry, and with his advisors he has designed and placed multiple cases over \$1.5M in target premium. Today, Barry works with a select group of high producing agents focusing on high income/high net worth business owners and families. His advisors look to him for case design, client engagement, advanced sales ideas, and continuous service improvement for their clients.