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**Ellenbecker Investment Group Grows with New Insurance Division**

**MILWAUKEE (April 7, 2016)** – **Ellenbecker Investment Group (EIG)**, one of southeastern Wisconsin's most recognized financial planning firms now offers in-house insurance services. EIG has always offered life and long-term care insurance planning reviews to clients on an as-needed basis, but now it will be offered in-house.

"We recognize that insurance planning is a valuable service that would benefit all of our clients on an on-going basis," said Julie Ellenbecker, president of Ellenbecker Investment Group. "We are excited to announce our in-house insurance department that will provide the high level of care clients expect from us."

Diane Gastrow will lead the new insurance division and is the newest member of the EIG team. "Although I have worked with EIG for over a decade in a consultative capacity, I am thrilled to join the team and dedicate my time to all EIG clients full time," said Gastrow. "I am committed to providing solutions-based insurance planning to individual clients, families and businesses."

Gastrow will review existing insurance plans, beneficiaries, and facilitate the application and underwriting processes. "Diane's passion for helping people understand the intricacies of their insurance needs and policies, and matching the right product to the right need is a perfect fit for our culture and client service model," according to Ellenbecker-Lipsky.

Gastrow has been in the financial services industry, focusing on insurance planning strategies, since 1984. Prior to joining EIG she served as Sales Vice President with Highland Capital Brokerage in Milwaukee. Diane is a graduate of the University of Wisconsin-La Crosse where she earned a Bachelor of Science Degree in Finance with an emphasis on Insurance.

In addition to the new Insurance Division, EIG is also expanding its operations team with the addition of Courtney Hull, Operations Specialist. Hull brings several years of experience in the financial industry and will be assisting the EIG financial advisor teams. Hull graduated from the University of Wisconsin-Whitewater in 2005 with a degree in Finance. She recently worked for

BMO in their corporate actions area. Hull was born in the Madison area before moving to Indiana, Colorado and then back to Wisconsin. She now resides in Waukesha.

**About Ellenbecker Investment Group (EIG):**

Headquartered in Pewaukee, Wisconsin, with a second office in Whitefish Bay, Wisconsin, Ellenbecker Investment Group (EIG) has been providing fee-based financial planning, estate planning, and investment services since 1996. As a registered investment advisor, the firm manages assets for clients, including individuals, families, and corporations. The company works diligently to address each client's particular situation and needs, ranging from consultation services to ongoing wealth management services. EIG has an A+ Better Business Bureau (BBB) rating and is the only financial advisory firm to have received two BBB Torch Awards for Ethics & Integrity (2005 & 2010). For more information, visit [www.ellenbecker.com](http://www.ellenbecker.com), call (888) 642-7526, or email [info@ellenbecker.com](mailto:info@ellenbecker.com).

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